

LFN Marketing Advisory Council: Meeting

April 3, 2024



Not to be shared beyond the Governing Board

Agenda

- ONE Summit
- Other activity
- MAC Engagement
- Back-Up:
- LFN Re-brand SOW
- 2024 Plan

ONE Summit

ONE Summit Overview

- Co-located events / Mini Summits:
 - SONiC mini summit
 - ORAN-SC Workshop
 - USGovCon: 6G Innovation Day
 - LFN Developer & Testing Forum
 - Executive Innovation Forum (invite-only)
- 80+ speakers
- Attendee Reception / Booth Crawl
- LFN Collaboration Hub booth area
 - 3 focus area kiosks: AI, CNTI, Nephio
- Reg is down - 198 to date (goal: 700)



**ONE
SUMMIT**

SAN JOSE, CA

APRIL 29 - MAY 1, 2024

OPEN NETWORKING & EDGE SUMMIT

ONE Summit brings top technical & executive experts from across the industry, covering the latest trends and innovations in AI, Cloud Native Networking, Edge, Security, and more.

Register today and be part of the future of networking

DLF NETWORKING DLF EDGE THE LINUX FOUNDATION

Marketing ONE Summit

Press Releases

- CFPs Notices & Agenda finalized - Jan .18
- Initial Keynotes announcement - Feb. 21
- [OpenGovCon announced](#) - March 13
- Final keynote announcement - April TBD

Targeted Email Campaign

- Hubspot lists to target different segments & tailor email content to each audience

Social Media

- regular updates across project channels (keynotes, promotions, tracks, top reasons to attend, etc.)

Sponsor packages

- Social media content + cards

Speaker card templates distributed to all speakers

Blog series posted to LFN Blog page (ongoing)

Event banners across project sites

How you can help:

1. Register to attend
2. Promote the event on your social channels
3. Invite your friends/colleagues/peers to attend

Additional Activity

Additional Marketing Activity

Recently published content

- [2023 Annual Report](#)
- [5G Super Blue Print white paper](#)

Nephio R2 Launch

[Blog](#) and [Press Release](#)

Articles / Interview

Nephio R2 pushes open-source cloud-native network automation

Sean Michael Kerner

February 23, 2024 8:00 AM

Share this article:



Additional Marketing Activity

Thought Leadership

- (Upcoming) Arpit keynoting @ FutureNetWorld April 17 (London)
- (Upcoming) Podcast series
- Blog on [Women @ ONE Summit](#)

Collaboration Hub

- [Collab Hub comes to life @ ONE Summit](#) (blog)
- Social posts - ongoing
- (Upcoming) Collab Hub station @ ONE Summit

AI + Networking

- [Blog on LFN's AI approach](#)
- [Blog on ONE Summit AI content](#)
- [White paper in progress](#) (ONE Summit launch)*



Improving the MAC

Improving the MAC

Listening / Brainstorming Session

- What would make engaging more appealing?
- What should we do differently? (*e.g. meeting frequency, alternate meeting times, assign tasks..*)
- What keeps you/your peers from participating more fully?

2024 SoW Outline - What we promised the Board

Options-at-a-Glance

Status Quo

Continue 2023 activity at lower volume (Focus: user deployments)

Organic social media

ONE Summit event promos

1-2 long form content pieces

1 Staff-operated member survey

Rebrand Light*

Focus: Rebrand, CNFs, Nephio

Organic social media

ONE Summit event promos (organic + paid)

3-4 long-form content pieces

LF Research report (micro)

Full Monty

Focus: **Rebrand**, CNF Initiative, 5GSRP, Nephio, AI

Organic & paid social media

ONE Summit & OSRD event promotion

4-6 long-form content pieces (WP, webinars, etc.)

LF Research report (extended)

2024 SoW: Rebrand Light

Includes:

- Narrative & plan creation/execution
 - Priority/focus: Rebrand, CNF initiative, Nephio
- Organic social media campaigns
- Paid analyst engagement to solicit input and support
- Contributed articles
- Light design & website work
- Big push for industry speaking engagements (LF exec & community)
- Press/analyst engagement
- ONE Summit promos
- LF Research Report (micro)
- LFM Marketing operations: Hubspo tooling, lead-gen & sazles enablement support, PR newswire fees, Creative Services, web services,

etc.)

Does not Include:

- Project-specific marketing campaigns, white papers, or events (outside of Nephio)
- ONE summit Regional Day events
- Marketing Committee management
- Support for 3rd party event presence
- Direct costs for event support & staff travel

What it Will Take to Amplify LFN as a Collab Hub

Assumptions:

- *Not a full, traditional “re-brand” (e.g., no logo, visual, or major web design changes)*
- *Re-brand focus is on messaging & content direction*

Content/Digital (\$70K budget) Pieces

- Research: \$25K
- Analyst engagement: \$12K
- Paid digital & social ads: \$20K
- Contributed content & analyst support: \$20k

What it Will Take to Amplify LFN as a Collab Hub

Integrated, strategic plan (with timeline, budget and KPIs)

Long-form content

- Research paper/ exhaustive survey
- (Reissue/updated) Harmonization White Paper
- (Reissue/update) AI in Telecom White Paper
- New White Paper: to support collaboration

Short-form Content

- ONE Summit lead-up pieces
- Rationale piece on why this rebranding is taking place
- 3-5: Contributed article(s) outlining collaborative work
- 1-2/month: Summary blogs of:
 - Sessions
 - use cases that show cross-community (e.g., O-RAN, SONiC, Sylva, etc.) collaboration
 - Nephio highlights—architectural choices what & why, use cases under development

What it Will Take to Amplify LFN as a Collab Hub

Social Media

- Regular drumbeat of social updates to promote news, content, community interviews, etc.
- Paid campaign ahead of ONE Summit to promote event through lens of “collaboration hub”

News/Announcements

- PR: LFN = Industry Hub (@ONE Summit)
- AI & CNF work & thought leadership
- Nephio drumbeat: Q3 release, adoption/PoCs
- New members (TBD)
- PR: Sylva integration Q4 - “tying it all together”

Analyst Engagement

- Discounted subscription with 451 (\$12k)
 - Quote support for content & social
- Analyst calls downs for feedback (Q1)
- Invite selected analysts to ONE Summit w/ comped passes, participate in session/panels

BACKUP: 2024 Marketing Plan (Wip) and SoW

2023 LF Networking Board Approved Goals

1. LFN Community - Growth and Sustenance

- › Ecosystem Growth from Nephio induction
- › Continue expansion with projects, 5G Superblueprints, AI focus, Enterprise use cases, Cloud Native Migration of Networks (including Testing, certification etc)
- › Add adjacent projects as needed (with RAN and Cloud opportunities)

2. Technology opportunities

- › 5G gaps (Standards and interop, Core-edge instrumentation (focus on monetization) - more collab with LF Edge/Blueprints, Orchestration & automation
- › AI & Networking
- › 6G transition

3. Operational and Marketing

- › Brand evolution – as “Industry collaboration hub”
- › Budget & resource re-balancing? New investments in specific areas

SPC Recommendations

1H2024

- › LFN brand evolution – as “Industry collaboration hub”
 - › Deepen and publicize relationships with adjacent standards and interop groups
 - › Highlight upgraded conformance programs
 - › Highlight progress of Nephio onboarding/engagements and AI Taskforce as possible

Mid-2024

- › Focus on re-engaging enterprise, possibly via closer collaboration with LF Edge...+others?

2H2024

- › Refine and deliver evolved LFN “story”
- › Goal: 1 new automation “win” (beyond Nephio R2–could be joint dev w/other projects, a user presentation, etc) to showcase
- › Goal: 1 new, staffed (LF staff + member devs) AI for networking project (per AI taskforce)

4Q2024

› Deliver vision for 6G (LFN + partner orgs), plus “plan for a plan”

2023 MAC Focus & Objectives

Core Objectives

LFN Community: Growth
& Sustenance

Technology
Opportunities

Brand evolution

LFN as Industry
Collaboration Hub

Goal: Position LFN as Industry Collaboration Hub

Strategies (*"how" we accomplish the goal*)

1. Leverage earned and paid content & platforms to share updated narrative
2. Use third--party voices to help validate our position
3. Infuse **all** content, communications and activity with updated message of collaboration hub

Tactics (*"what" we will do*)

- Update narrative / pitch outline & infuse messaging throughout all content & comms
- Leverage sections of 2023 Annual Report as smaller snackable content pieces to tee-up bigger campaign (e.g., 'coming out party')
- Update existing Harmonization white paper; commission LF Research for study on impact of OSS collaboration on networking industry
- Publish contributed articles in industry publications to share undiluted narrative
- Blogs that highlight examples of industry collaboration by community

Goal: LFN Community Growth & Sustenance

Strategies (*“how” we accomplish the goal*)

1. Engage technical community at TAC & TSC levels and through developer events (LFN D&TFs, industry events) to solicit input, participation in community growth strategy
2. Create and publish developer-focused content featuring community innovations
3. Leverage existing content (e.g. ONE Summit sessions) for promotional syndication across the board, prioritizing cross-project/cross-community

Tactics (*“what” we will do*)

- Promote content & activity via:
 - Podcasts
 - Community Voices videos
 - Blog posts
 - contributed articles
 - social media)
- Recognize top community leaders and contributors via Community Badging Program, spotlight blog posts, video interviews, demo videos
- Promote & advocate LFN innovations at industry events, via in-person engagement (members, developers, staff) and speaking engagements

Goal: Technology Opportunities

Strategies

1. Spotlight AI & CNF activity with emphasis on cross-community efforts
2. Revisit 5G Super Blueprint
3. Drive marketing collaborations with other groups (both in and outside the LF -- eg., LF Edge, CNCF, TIP, OCP) to extend LFN reach & drive home message of collaboration across verticals

Tactics

- Update 5G SBP diagram; create infographic to illustrate updated narrative; weave into new & existing content (website, slides)
- Update website to make AI & CNF efforts front and center
- Highlight ONES sessions on AI, CNF & other futures
- Update AI in Networking white paper + launch campaign
- Anuket + Sylva

2024 Timeline

Q1	Q2	Q3	Q4
2023 Annual Report (promo content to tee up Collab Hub)	ONE Summit (+ syndication of material)	Harmonization WP update (repoistion as Collab Hub)	Sylva Induction (TBD)
5G SBP white paper	AI WP update - <i>in progress</i>	CNF initiative promos + thought leadership	CNF initiative promos + thought leadership
ONE Summit promos (paid & organic)	Security WP update	Thought Leadership: AI	Thought Leadership: AI
Nephio R2	CNF: badging		
CNF updates			
Thought Leadership on Collab Hub	Thought Leadership on Collab Hub	Thought Leadership on Collab Hub	Thought Leadership on Collab Hub

What Does Success Look Like?

Projected 2024 Marketing Scope

	TASK	BREAKDOWN
Content	Facilitate case studies 1X/quarter	Manage back and forth with members, take content from online form pass off to creative, promotion**
	Blogs up to 2X/month	Write, finalize, publish, promote. Solicit content from third-party and community subject matter experts.**
	Annual Report 1 X year	
	White Papers	Community-driven only
Web	Website content updates 1X/month	Update events, homepage, blogs
	(LF web team) Structural/design changes 1 X year	navigation changes, new page creation, monitoring, and code updates. Access to web and blog pages. Integration with HubSpot, Salesforce, and LFX.
Events (Third-party)	Collateral	Content Development & dissemination
	Booth	Branding/design, staff booth, manage booth volunteers
	CFPs	Find CFPs, secure speakers, write abstracts, submit, track status, promote

Projected 2024 Marketing Scope

	TASK	BREAKDOWN
Strategy	Comprehensive Marketing Plan (1X/year)	Build out marketing strategy aligned to membership and awareness Align OKRs, and report on KPIs Review results in quarterly business reviews (QBRs) to adjust strategies as needed
	Results reporting 2X/year	Deliver reports on marketing progress, SOV and KPIs
Communications	Analyst relations 1X/year	Package up news or schedule briefings as needed
	Quarterly new member press release (4/year)	Draft, finalize, issue on the wire, add to website
	1 newsletter/quarter	draft content, finalize, queue in hubspot using targeted lists and calls to action to increase engagement
	Media outreach 1X quarter	Brainstorm angles or news, create pitch, outreach, coverage report
	Results Reporting 2 X year	Deliver reports on marketing progress, SOV, and KPIs
	Thought leadership (1 X year, ad hoc)	Thought leadership, non-new member news and large event-related news packages
Community	Marketing Committee (monthly, bi-monthly or quarterly)	Draft agenda for MC calls Find guest speakers, if needed Host and lead call Share transcript/meeting minutes via project marketing wiki Manage committee elections as needed

Projected 2024 Marketing Scope

	TASK	BREAKDOWN
Events (project-run)	LFN Mini Summits (<i>not including developer events</i>) , ONE Summit Regional Days (1X year),	Manage agenda curation, communications with speakers, alignment with LF Events team on content deliverables & dates, promote CFPs (if applicable), promote registration, promote session recordings post-event, curate session-based content post-event (blog posts, social updates, etc.)
	ONE Summit (1-2 X year)	Lead all marketing & promotions for capstone annual event (PRs, news packages, social campaigns, content promotion, reg promotion, CFP promotions Work in tandem with LF Events team and project teams
	Developer events	Promote project dev events (emails, social updates, etc.) to help drive awareness & registration
Website Analytics	Analyze website traffic to optimize user experience	Review website(s) via GA each month and tweak website UI as needed, adjust overall marketing tactics to optimize for high-traffic pages, site searches, etc.
Video Production	Video production (3-5 interviews X year)	Plan, design & shoot brief interviews with community members for snackable consumption & longer-form for Community Voices series Edit portions of recorded sessions, talks, webinars, etc. into smaller, snackable content for social posting & promotion
Social Media	LinkedIn & X (1X/week)	Create social media strategy (annually & by campaign) Draft & create social media content and post to channels Analyze performance and tweak strategy as relevant

Projected 2024 Marketing Scope

	TASK	BREAKDOWN
Webinars	Facilitate initiative and/or member webinars 2X year	Manage back and forth with members/speakers, schedule via zoom, create reg page, promote on email, social, other channels. Can include paid digital promotions when supported from Project marketing budget.
Research & Surveys	Community Surveys & Insight (1X year)	<i>Promotion only</i>
Design	Graphic design - general allocation	Assess needs, design content, share for review, design reusable templates (web, social, slides, infographics, reports, etc.)
	Graphic design - events	Assess needs and design content for event booths, slides, signage, websites, promotions, etc.
	Graphic design - ad hoc	Project specific work that does not fit under "general allocation" or "event" design categories
Lead-Gen	Optimize all published content for lead-gen	Gate all original content on website; create lead-gen page for event session videos Share MQL lead lists with Sales team & upload in HubSpot
	Optimize all event participation for lead-gen	Collect & analyze event leads (registrations, badge scans) Share MQL lead lists with Sales team & upload in HubSpot