

# LFN MAC Meeting

October 3, 2022

 **LF** NETWORKING

 **THE LINUX** FOUNDATION

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# MAC Meeting Agenda - August 24

- ONE Summit
- Content & KPIs
- 2023 Planning & Budget

# ONE Summit

 THE **LINUX** FOUNDATION

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# ONE Summit Content Update

- › Registration:
- › Breakout Content Finalized
  - › Agenda, PR & Blog Published
  - › 160 Submissions, 30% POC (predominantly Asian), 14.9% Women, 72 Companies
  - › Strong Content across all tracks, multiple communities
- › Keynote Content - phase 1 announced 9/28
  - › PR & email published, social media
- › Hybrid support being explored: COST is limiting factor
- › D&TF Programming
  - › Programming Committee launched
  - › Several CFP submissions recommended for D&TF presentation
  - › Growing interest in collaboration from sister communities
    - shared cost model paramount



# ONE Summit Business Update

- › Sponsorships
  - › Trending lower than forecast – GB support needed
  - › Sponsorship revenue critical to overall P&L
  - › Mini-Summits
    - › Futurewei, Nephio, SONiC, finalized or in motion
    - › LFN D&TF Following ONE summit
- › Promotions
  - › Focused on Reg. (at/slightly above historic)
  - › Multiple channels: Newsletter, Email campaigns, twitter campaigns, Digital Ads (including A/B testing of messages and graphics)
  - › Includes speaker graphics, factoids, programming spotlights, etc.
- › Cost Containment
  - › Exploring all avenues including fun event, show floor build
  - › Venue costs at physical minimum
    - › F&B at contractual minimum
    - › Rooms and A/V support as used



# ONE Summit: Please help Promote Registration!

Ways to Promote ONE Summit:

- Re-tweet from LFN Twitter:  
[https://twitter.com/LF\\_Networking](https://twitter.com/LF_Networking)
- Re-post/share from LFN LinkedIn:  
<https://www.linkedin.com/company/lf-networking/>
- Leverage forthcoming tweet sheet and graphics to post to your social & internal networks directly

*...To promote ONE Summit Reg!*



# Content & KPIs



# Ed Cal

Sept. 1	(Blog Post) ONE Summit session schedule
Sept. 3	User Story Orange/EMCO
Sept. 6	(Email) ONE Summit session schedule announced
Sept. 8	(Email) ONE Summit Early Bird Reg - last chance
Sept. 15	(User Story) Aarana Networks &TIGO /ONAP
Sept. 27	(Press Release) ONE Summit Keynotes (phase 1)
Sept. 28	(Email) ONE Summit keynotes
Oct. 4	(Blog Post) Pantheon/ODL/FD.io User Story
Oct. 11	(Press Release) New Platinum member
Oct. 11	(Email) ONE Summit Co-los
Oct. TBD	(Press Release) ONE Summit Keynotes (phase 2)
Nov. TBD	(Webinar) Spark/ONAP user story

# Content Pipeline

## Developer (2/5)

Jan. D&TF: Videos & blog post

Top reasons to participate in OSS/ D&TF letter for employers - published

Fall D&TF (videos & interviews)

## Proof Point (6/10)

Spark - published

Equinix/EMCO - published

Netgate/FD.io - published

Orange / EMCO - LoS - *published*

PANTHEON/FD.io/ODL - *in progress*

ONAP/Aarna/TIGO - published

New pipe of CFP submissions!

## Enterprise (0/2)

*Walmart - re-explore case study on why they joined - parking lot*

Microsoft (to explore)

DOD (to explore) - *follow-up on ONE Summit presentations*

## Super Blueprint (1/1)

CapGem + Aarna testing with equip vendors - *published*

Published content summarizing/following ONE Summit demo

## Other

LFN Pitch Deck Refresh - *in progress*

# User Stories: More LFN Deployments

**Netgate** uses **FD.io** VPP to Turbocharge University Hybrid Learning Experience

**Equinix** taps infrastructure as code module from **EMCO** to simplify orchestration for customers

**Aarna Networks** and **CapGemini** collaborate to deliver a RAN, a Core built on Linux Foundation Networking **5G Super Blueprint** initiative

**Orange** Leverages **EMCO** to Help Guide Autonomous Vehicles

**TIGO** Guatemala and **Aarna Networks** automate discovery & testing with key **ONAP** components

LFNETWORKING

netgate intel fd.io

"Netgate solves challenges of deploying, managing and future-proofing campus-wide networks, edge devices for Arkansas State University Three Rivers with FD.io Vector Packet Processing (VPP)"



# LFN MAC Scorecard

Marketing content pieces	Developer assets (2/ 5) Proof points (6/10) Enterprise spotlights (0/2) Super Blueprint (1/1)
Content engagement	Need promo plans per asset, and build dashboard for viewership & engagement
Contribution to developer engagement	January DTF, June DTF & Fall DTF promos (in motion)
Contribution to membership	Aircover marketing and PR supporting recruitment efforts

## Key Impacts

- Pipeline took longer to build than expected
- Loss of marketing resource created ~4 month “hole”
- ONE Summit ownership was not factored into ‘22 plan commits
- Priority shifted to ONE Summit & proof point (ase study/user story) content

## Next Steps

- Begin outreach to applicable CFP submitters
- Finalize D&TF promo content
- Solidify plans for post-ONE Summit content

# 2023 Budgeting & Planning

# 2023 Intention

- › 2022 → Completed a major overhaul of the Marketing Plan and most of the focus areas are still applicable to current Governing Board priorities:
  - › Objective: Influence consumption of LFN project software and artifacts
  - › Objective: Position LFN as center of gravity and source of knowledge in networking
  - › Objective: Heighten awareness of innovations in our communities
- › **Recommend keeping a focus on the same topline objectives and adjusting the strategies based on what we learned in 2022:**
  - › KPIs
    - › Are we tracking the right metrics in the right way?
  - › Content breakout
    - › Quality and focus vs. quantity - Focus on a smaller number of high quality stories. Publish each story in various forms (long form, short form, bite size social content, etc) and put more emphasis on promotions to drive engagement.

# 2022 Budget

FUNDED

Staffing and Infrastructure: \$469k	\$469K: Marketing staff + services, digital tools, operations, lead gen, creative services
Website: \$50k	\$50K: Website maint., security, hosting, content/page overhaul
Content production and promotion: \$150k	\$150k: Digital marketing & advertising, content creation/technical writers, paid analyst engagement, video production*
Communications: \$15k	\$15K: AR, PR, social
Developer awards and SWAG: \$15k	\$15K: community award program, ONE Summit swag
Community events & meetups: \$40k	\$40K: 1 Regional tour + 3 virtual events + small scale meetups

**\$764K**

# 2023 Proposed Budget

# DRAFT

Staffing and Infrastructure: \$469k [FLAT]	\$469K: Marketing staff + services, digital tools, operations, lead gen, creative services, press release wire fees, Creative Services
Content production & promotion: \$150k [FLAT]	\$30k: LF Research project \$20k: Contract technical writers \$30k: Digital marketing / advertising (non-event related) \$30k: Video content & production \$40k: Paid analyst activity + contributed/sponsored content
Media Travel: \$5k <i>New line item</i>	Travel costs for press/analysts to attend ONE Summit
Developer awards and SWAG: \$15k [FLAT]	\$15K: (community award program, D&TF)
Website: \$20k [-\$30k]	\$20k: Maintenance following 2022 redesign
Community events & meetups: \$25k [- \$15k]	\$25k: (Targeted OSN Days - e.g., APAC, Regional Meet-ups)
Tradeshows & Events: \$35k	\$35K: ONE Summit marketing

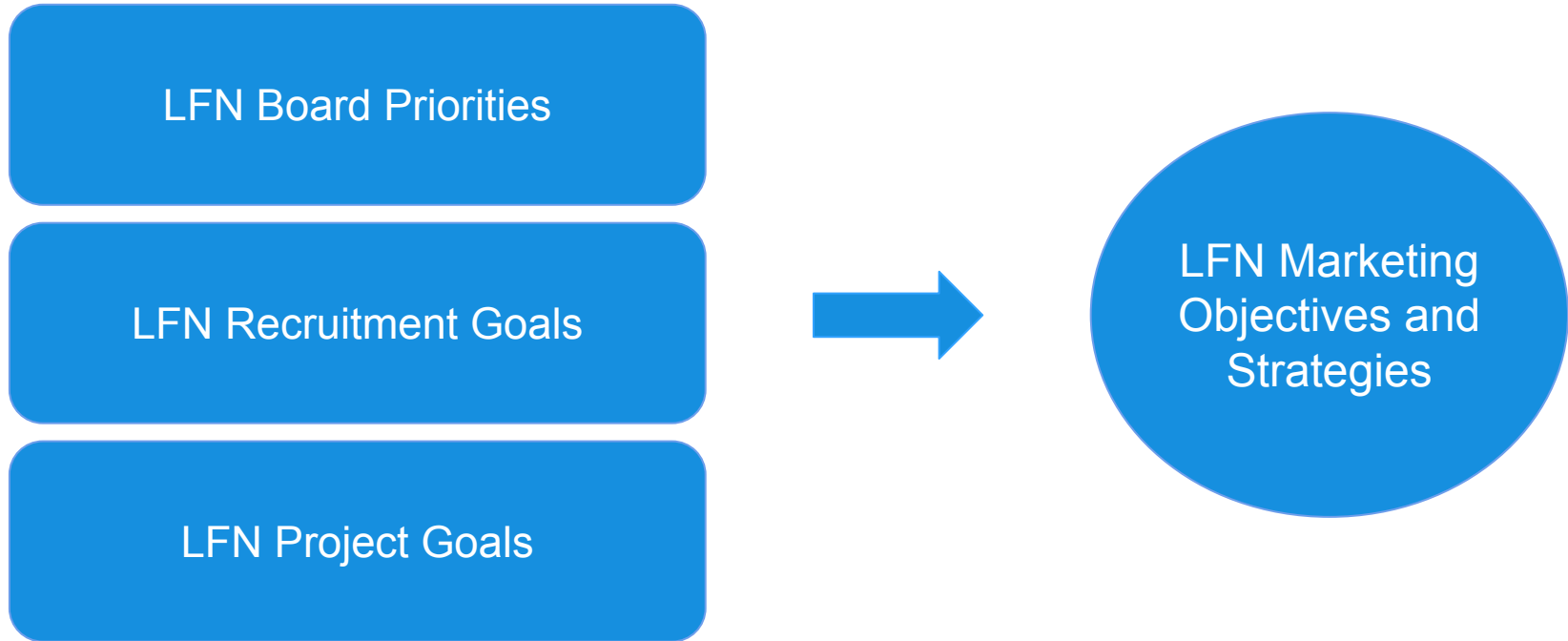


# Reference: 2022 Marketing Plan

# 2021 LF Networking Board Approved Goals

- › **Identify & Tackle consumption barriers, celebrate success (Accelerate POC to Production)**
  - › Ease of project consumption (Integration, Interop, upgrades, CI/CD, tools, processes people, documentation, etc.)
  - › Demonstrate Enterprise & Government consumption (end-to-end 5G, API, modularity of projects, use case driven open interop/integration)
  - › Track Market Success for repeatability (case studies, marketing, communication, etc.) & identify post deployment requirements/gaps
- › **Enable Cloud, Telecom & Enterprise Ecosystems collaboration**
  - › Enable Open Interop & Integration Projects or initiatives (Anuket, 5G Super Blueprint)
  - › Facilitate Collaboration in LFN with CNCF, LF Edge, ORAN SC, OIF as top priorities
  - › Increase focus on Enterprise use cases and ecosystem
  - › Promote Research & Community Insights in Enterprise, Telecom, Cloud Ecosystems coming together
- › **Maintain and Grow Community (Developers, Projects, Members, Innovative ideas)**
  - › Focus on Documentation and Technical Marketing of projects / onboarding, etc.
  - › Focus on Developers & Satisfaction (tools, surveys) & attracting system integration developers & testers
  - › Maintain/Grow Members (including ISVs)
  - › Create opportunities for new innovation and experimental ideas across ecosystem

# Key Inputs to LFN Marketing Priorities



# LFN Marketing Objectives

Influence  
consumption of LFN  
project software and  
artifacts

Position LFN as  
center of gravity and  
source of knowledge  
in networking

Heighten awareness  
of innovations  
in LFN communities

To motivate companies to...



**TRANSFORM**  
business



**COLLABORATE**  
in new ways



**INNOVATE**  
in our projects

# LFN Marketing Focus: Transform

**Objective: Influence consumption of LFN project software and artifacts**

LFN Board Goals **Influenced:**

- › Demonstrate Enterprise & Government consumption (end to end 5G, API, Modularity of projects, use case driven open interop/integration)
- › Track Market Success for repeatability (case studies, marketing, communication etc) & identify post deployment requirements/gaps
- › Focus on Documentation and Technical Marketing of projects / onboarding etc

Marketing Strategies / Programs:

- › Cultivate, foster, and market Proof of Concept (POCs) w/ LFN projects (5G SBP, ONE Summit, etc.)
- › Encourage, collect, and leverage LFN project proof points with user stories
- › Discover and address barriers to entry for LFN projects, initiatives, and events

KPIs / Goals / Metrics:

- › Grow 5G Super Blueprint community by 10% (companies / projects / participants)
- › Collect 2 proof points per mature project project (TAC / mature projects) with at least 1 on Enterprise
- › Refresh “Getting Started with LFN” content on LFN website/wiki and project websites/wikis

# LFN Marketing Focus: Collaborate

**Objective: Position LFN as center of gravity and source of knowledge in networking**

LFN Board Goals *Influenced*:

- › Facilitate Collaboration in LFN with CNCF, LF Edge, ORAN SC, OIF as top priorities
- › Maintain / Grow Members (including ISVs)
- › Focus on Developers & Satisfaction (tools, surveys) & attracting system integration developers & testers

Marketing Strategies / Programs:

- › Extend LFN reach, voice, and impact by driving marketing collaborations with other groups
- › Boost owned/earned channels with paid marketing campaigns (to 3 Priority Personas + SIs)
- › Conduct annual Community Survey and bi-annual Newbie Surveys; consider a member survey
- › Drive attendance, participation, and satisfaction at LFN Events (ONE Summit + Technical Events)

KPIs / Goals / Metrics

- › Co-market 5G Super Blueprint integrations with Magma (Q1), LF Edge (Q3), ORAN SC (Q4)
- › Facilitate the acquisition/conversion of at least 3 new LFN members
- › Measure and grow Share of Voice (SOV) vs. other industry initiatives
- › Grow ONE Summit attendance by 20%, LFN Dev & Testing Forums by 10%, and maintain 80% satisfaction

# LFN Marketing Focus: Innovate

**Objective: Heighten awareness of innovations in our communities**

LFN Board Goals ***Influenced***:

- › Create opportunities for new innovation and experimental ideas across ecosystem
- › Increase focus on Enterprise use cases and ecosystem
- › Promote Research & Community Insights in Enterprise, Telecom, Cloud Ecosystems coming together

Strategies / Programs:

- › Implement bold, assertive messaging in ALL marketing programs, content and communications
- › Develop content showcasing technical communities and enterprise use cases
- › Revamp the LFN website and LFN Landscape to highlight innovation, collaboration, and engagement
- › Recognize top community leaders and innovators

KPIs / Goals / Metrics:

- › Syndicate proof points for each LFN Project (Infographics, Webinars, Blogs, Case Studies, etc.)
- › Spotlight enterprise use cases via content, social, and press outreach with members & adjacent projects (L3AF)
- › Grow website traffic and engagement by 10% (measure in page views, clicks, form completions)
- › Launch community Badging & Awards programs across 100% of LFN projects

# Influence Consumption

## Strategies and Programs

Influence  
consumption of LFN  
project software and  
artifacts

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

1. Create and publish high-quality proof points of deployments, trials, POCs, tooling, and demos
2. Spotlight enterprise participation and use cases

### Marketing Programs and Channels *(“what” we will do)*

1. Proofpoint content and enterprise stories via webinars, infographics, case studies, whitepapers, blogs, videos
2. Promote content and stories via marketing & press channels:
  - LFN website, member deck
  - Press pitches (via LFN Fabric)
  - Social outreach
  - Speakerships (LF + non LF events)



# Position LFN as Networking Center of Gravity

## Strategies and Programs

Position LFN as  
center of gravity and  
source of knowledge  
in networking

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

1. Integrate updated LFN messaging consistently into marketing content and communications (Best Effort)
2. Spotlight 5G Super Blueprint as hero example
3. Drive marketing collaborations with other groups (LF Edge, CNCF, Magma, O-RAN SC) to extend LFN reach

### Marketing Programs and Channels *("what" we will do)*

1. Messaging
  - Train project teams and support staff on messaging framework
  - Implement messaging in ALL content (see next slide)
2. 5G Super Blueprint content & promotion
3. Maintain touch points with other groups, jointly promote 5G Super Blueprint
4. Distributed Anuket Assured badging

# Heighten Awareness of Developer Innovations

## Strategies and Programs

Heighten awareness  
of innovations  
in LFN communities

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

1. Engage with the technical community at TAC level and through developer events (LFN Developer & Testing Forums, industry events)
2. Create and publish developer-focused content featuring community innovations

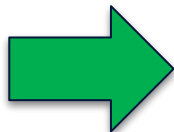
### Marketing Programs and Channels *(“what” we will do)*

1. Recognize top community leaders and contributors via Community Badging Program
2. Developer content via webinars, whitepapers, blogs, videos
3. Promote content via LFN website, social outreach, speakerships (LF + non LF events)

# Putting LFN Messaging in Action

**Updated LFN  
messages**

***Bold,  
Assertive***



LFN Website: Homepage, Getting Started, Join (Ola, Paula Personas)

LFN Wiki (Sally): Homepage, Getting Started

LFN Member Onboarding Deck

LFN PPT Template

LFN Pitch Deck (Mike/Arpit)

Social Outreach

Events: Keynote, Content

Marketing Campaigns, Content

Press Material, Boilerplate

Project Messaging

# Target Marketing Channels for Content/Proof Points

## Owned

- › LFN website
- › LFN webinars
- › LFN social (Twitter, LI, YouTube)
- › LFN newsletter
- › LFN badging efforts
- › Member social channels, websites
- › New member programs around transform, innovate, collaborate

## Earned

- › Influencer advocacy
- › Tech and business PR
- › Analysts
- › Industry awards + recognition
- › Event speakerships (CFP or by invite)
- › Industry webinars (by invite)
- › External events (by invite)

## Paid

- › Paid Placements in industry publications
- › Paid sponsorships, speakerships at industry events
- › Paid Social Media Campaigns / SEM
- › Industry webinars
- › External events

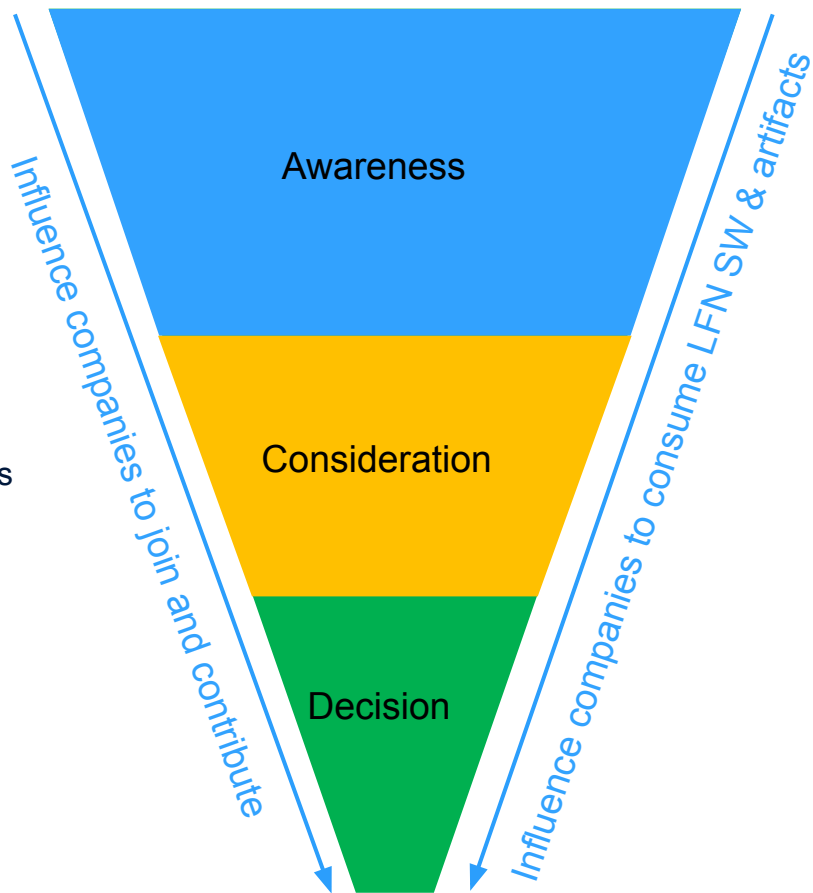
# How We Measure Success

## Marketing Will Influence these KPIs:

1. Project consumption
2. # of new members joined
3. % increase in developer engagement

## Marketing Will Measure these KPIs:

- # of high quality marketing content pieces w/ promotion plans
  - Minimum 5 developer assets / year
  - Minimum 10 proof points (across >5 projects) / year
  - Minimum 2 enterprise spotlights / year
  - Super Blueprint Content
- Content engagement: # viewers, % who took action after viewing asset



# 2021 Marketing Post-Mortem

Full metrics available here (Q4 still in progress):

<https://wiki.lfnetworking.org/display/LN/MAC%3A+Digital+Marketing+KPIs+2021>

## What's Working?





- › Webinars: 10 LFN webinars have produced 1,838 Reg, 873 Attendees, 6,052 YT Views
- › Tech Events Attendance Rate: ~90%, ONE Summit Satisfaction Rate: 96%
- › LFN Year in Review Report: 455+ Downloads

## What's Not?

- › Website Traffic: Trending down (around 40% for the year)
- › Downloadable Content: 6-month gap in new content (Mar-Oct) = much lower stats vs '20
- › LFN Newsletter: Clicks down ~30% from 2020, Unsubscribe Rate: X





# Detailed KPIs

Note: Developing Member Growth Goals with LF Biz Dev. To be added.

Activity	Goal	X quarter results	Red/yellow/green arrow
Blogs	<b>Benchmarks:</b> X views / per post X clicks / per post <b>Goals:</b> Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
PR	<b>Benchmarks:</b> x# of articles in Top 50 pubs x# of mentions in member announcements <b>Goals:</b> Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Newsletter	<b>Benchmarks:</b> Open Rate: 22% Clicks per Newsletter: 736 Unsubscribe Rate: X% <b>Goals:</b> Open Rate: 30% Clicks: 1,000 Unsubscribe Rate: TBD	Q1 results: Q2 results: Q3 results: Q4 results:	
Social Engagement	<b>Benchmarks:</b> TBD <b>Goals:</b> TBD	Q1 results: Q2 results: Q3 results: Q4 results:	

# Detailed KPIs

Note: Developing Member Growth Goals with LF Biz Dev. To be added.

<b>Activity</b>	<b>Goal</b>	<b>X quarter results</b>	<b>Red/yellow/green arrow</b>
Website	<b>Benchmarks:</b> 7,766 Users / per Q 14,821 Pageviews / per Q 1,451 Downloads / per Q <b>Goals:</b> Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Webinars	<b>Benchmarks:</b> 184 Registrations / per event 87 Attendees, / per event <b>Goals:</b> Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Content Production	Minimum 5 developer assets / year Minimum 10 proof points (across >5 projects) / year Minimum 2 enterprise spotlights / year Super Blueprint Content	Q1 results: Q2 results: Q3 results: Q4 results:	
Content Engagement	<b>Benchmarks:</b> 75 downloads / per asset <b>Goals:</b> 100 downloads / per asset 400 views / asset		



# 2022 Budget

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Staffing and Infrastructure	\$469K: Marketing staff + services, digital tools, operations, lead gen, creative services \$50K: Website maint., security, hosting, content/page overhaul	68%
Content production and promotion	\$85K: production (writer, video production) \$90K: promotion (paid social, Google Ads/SEM)	23%
Communications	\$15K: (AR, PR, social)	2%
Developer awards and SWAG	\$15K: (community award program, ONE Summit swag)	2%
Community events & meetups	\$40K: (1 Regional tour + 3 virtual events + small scale meetups)	5%

**\$764K**

# Paid Promos Options

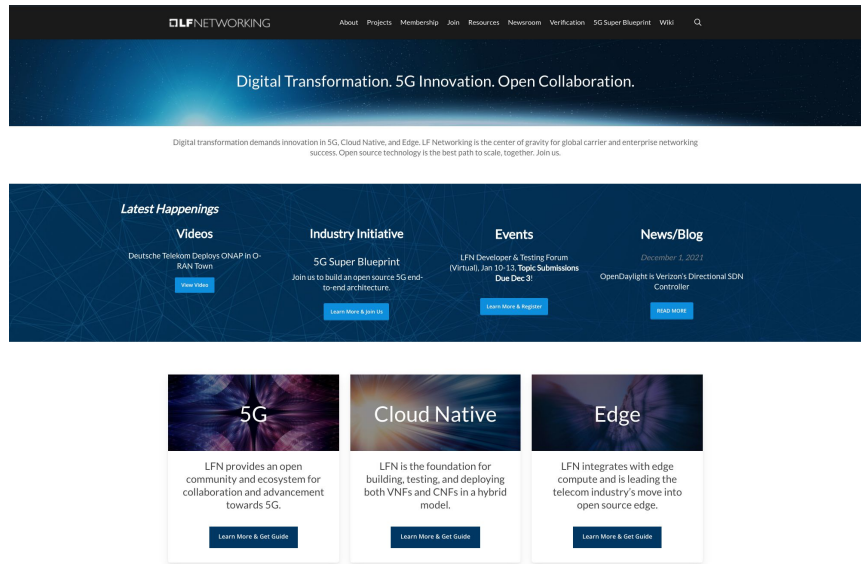
## **Paid Promotion Options**

- › Up to \$90K Promotional Budget (assuming separate ONE Summit Budget and no other major vent sponsorships)
  - › Options:
    - › Paid Social: Twitter, LinkedIn, YouTube
    - › Google (Display/SEM)
    - › Others: TBD
  - › Consulting with LF Central Marketing (Digital Demand team) on optimal allocation of spend, priority channels, program kick off, A/B Testing, etc.

# LFN Website Revamp Q1

- › LFN website has largely kept the same since launch
- › Needs:
  - › Streamlined Site Map / Nav
  - › Rotating banner
  - › New messaging / copy throughout
  - › Highlight user stories
  - › Highlight collaboration
  - › Landing pages
  - › SEO

<https://www.lfnetworking.org/>



# 2022 Timeline

Q1	Q2	Q3	Q4
LFN Developer & Testing Forum (Virtual) (Jan 10-14)	Open Networking & Edge Forum, (Virtual) (Date TBD)	Open Networking & Edge Forum, (Physical) (Date TBD)	LFN Developer & Testing Forum (Virtual) (Date: TBD)
Publish 2021 Annual Report	Paid Promotions	LFN Developer & Testing Forum, Porto, Portugal (June 13-16)	2023 Planning
New Website Roll Out	Proof Point Collecting	Code Release Promos	Code Release Promos
Paid Promotions Pilot	Project Promos (Infographic, 1-Pager, webinar, etc.)	Paid Promotions	Q4 Newsletter
Proof Point Collecting	Code Release Promos	Q3 Newsletter	
Project Promos (Infographic, 1-Pager, webinar, etc.)	Q2 Newsletter		
Spark NZ Webinar & Case Study			
LFN Landscape Completion w/ 5G Super Blueprint			
Code Release Promos			
Q1 Newsletter			

*Next Meeting: September 28, 8:00 am PT*

 THE **LINUX** FOUNDATION

 **LF** NETWORKING

A background graphic featuring a network of glowing blue lines connecting various yellow circular nodes, set against a dark blue gradient background.

Thank  
You!

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# Marketing Programs Roadmap

Jan - Mar	Apr - Jun	<u>2H 2022 Focus</u> Jul - Dec
<p data-bbox="523 369 749 401" style="text-align: center;"><u>1H 2022 Focus</u></p> <p data-bbox="256 448 1016 517"><b>Event execution:</b> Dev &amp; Test Forum, MWC, ONEEF, Interop Tokyo's Open Networking &amp; Edge Days</p> <p data-bbox="243 564 1029 633"><b>Content:</b> Security paper, Analysys Mason report, proof points (Spark, building pipeline)</p> <p data-bbox="218 680 1054 749"><b>Website refresh:</b> new messaging, streamlined navigation, consistent branding, persona focused pages</p> <p data-bbox="218 796 1054 828"><b>Messaging:</b> Integrate into website, content, press material</p>		<p data-bbox="1184 369 1789 401"><b>Event impact &amp; execution:</b> ONE Summit</p> <p data-bbox="1174 448 1798 517"><b>Content:</b> Proof point generation, developer content, enterprise spotlights</p> <p data-bbox="1190 564 1783 597"><b>Website:</b> Refine messaging and usability</p> <p data-bbox="1190 643 1783 785"><b>Messaging:</b> Continue to weave into all marketing assets, including ONE Summit (promotional materials + onsite assets). Refine as needed.</p>