

LFN MAC Meeting

January 11, 2023

 **LF** NETWORKING

 **THE LINUX** FOUNDATION

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MAC Meeting Agenda - January 11, 2023

- MAC Chair Elections
- Upcoming content
- 2023 Planning

MAC Chair Election

MAC Chair Election

Please vote by January 13 by 5 pm PST

Role of the MAC Chair:

- Represent the MAC in LFN Governing Board meetings in a non-voting capacity; communicate board's strategic goals and direction to the MAC, and communicate the MAC plans, activities and achievements to the Board.
- Serve as a general resource for the MAC community, working in close partnership with LF Staff.
- Lead the MAC's strategy/direction discussions
- Chair is an **Individual position, unrelated to the organization that person represents.**

Details & Nominations posted here: <https://wiki.lfnetworking.org/x/ugDxB>

MAC Chair Election: Candidate AMA



Sandeep Panesar

Ask Me Anything!

Upcoming Content & Activity

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ONE Summit: Content Capture Plan

User Stories:

- DoD/DARPA - Week of Jan. 23
- 5G SBP - Week of Jan. 16
- TBD (Q1'23)
- TBD (Q1'23)

Developer-on-the-Street Videos

- Interviewed 7 ONE Summit and D&TF attendees
- Publication begins week of January 13

“Top 10 ONE Summit Sessions Countdown” social campaign:

- Micro posts on LinkedIn summarizing the “top sessions” with presenters tagged (include: key points from session, images/pics, link to video)
- Twitter posts on each “top” session with key points & link to video
- Started this week!

Ed Cal

January - February	Project summary blog posts (excerpts from Annual Report)
Week of January 9+	Social campaign: Top 10 ONE Summit sessions
Starting January 13	Promote D&TF Reg, call for Topics
Week of January 16	(Blog Post): 5G SBP ONE Summit demo summary
Week of January 23	(Blog Post): DoD/DARPA use case / keynote summary
January TBD	(Blog post) Welcome Infosys (+ promos)
Late January	2022 Annual Report & promo campaign: blog post, email, social. PR
February	(Blog Post) ONE Summit User Story (TBD)

WiP: 2023 Marketing Plan

2023 MAC Focus

Continue with 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

Refine Strategies based on 2022 Learnings

CONTINUE

- Consistent use of messaging across marketing activities
- Support for community events and developers
- Evolve web analytics capabilities

ADJUST

- Content creation: quality vs quantity (create once, publish multiple ways)
- Content prioritization: stories that showcase cross-project collaboration & impact
- Content engagement: balance investments in creation and promotion – every content piece needs strong promotion plan
- Event marketing and MAC efforts tightly intertwined from kickoff

Marketing Budget

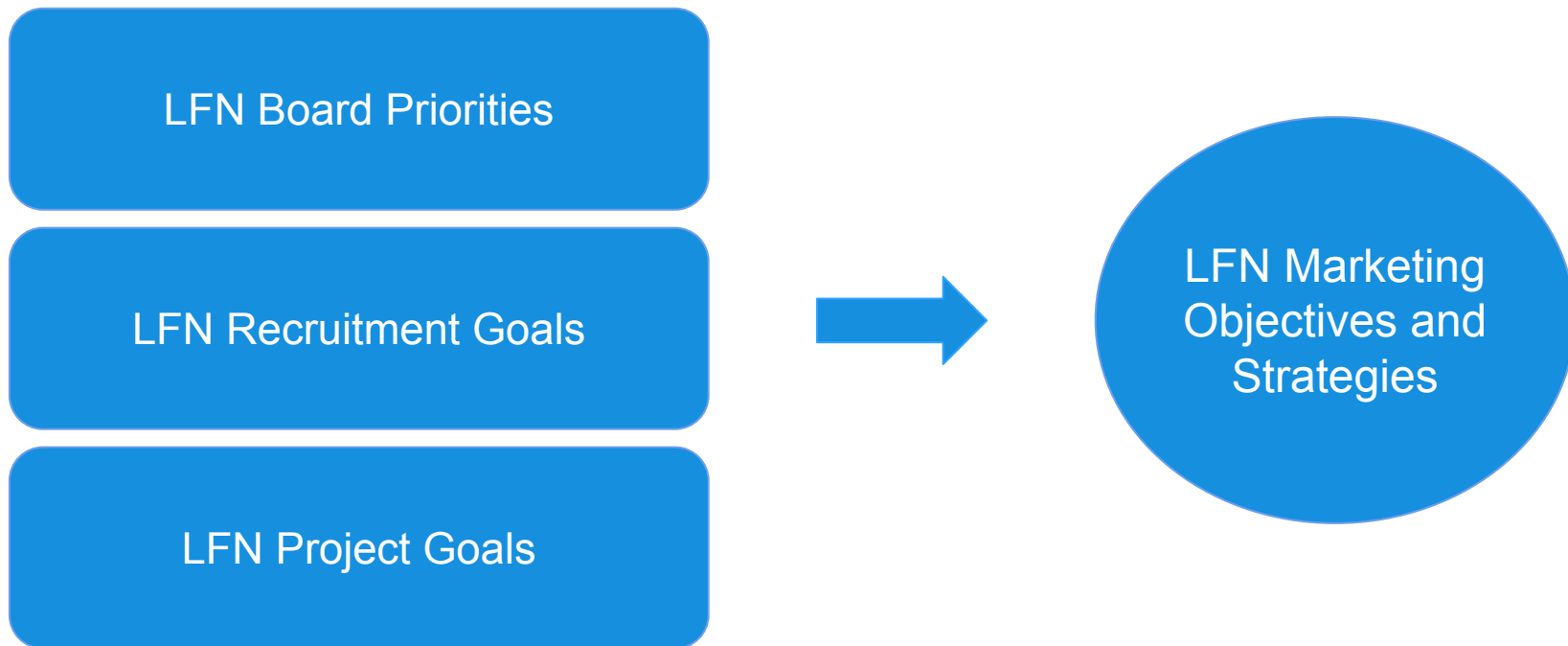
Staffing and Infrastructure: \$469k [FLAT: LF Tier 3 package]]	\$469K: Marketing staff + services, digital tools, operations, lead gen, creative services, press release wire fees, Creative Services
Content production & promotion: \$150k	<ol style="list-style-type: none">1. Content Production (\$70K)<ol style="list-style-type: none">a. Technical writersb. Video productionc. Ebooksd. Analyst engagement/research (\$20k cap)2. Content Promotion (\$80K)<ol style="list-style-type: none">a. Digital advertising & paid socialb. Third party webinars
Developer awards and SWAG: \$15k	\$15K: (community award program, D&TF, etc.)
Website: \$20k [-\$30k]	\$20k: Maintenance following 2022 redesign
Community events & meetups: \$25k	\$25k: (Targeted OSN Days - e.g., APAC, Regional Meet-ups)
Tradeshows & Events: -\$40k	\$35K: ONE Summit marketing (includes press/analyst travel)

2023 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

TO BE DETERMINED

Key Inputs to LFN Marketing Priorities



LFN Marketing Objectives

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



COLLABORATE
in new ways

Heighten awareness
of innovations
in LFN communities

To motivate companies to...



INNOVATE
in our projects

Influence
consumption of LFN
project software and
artifacts



TRANSFORM
business

2023 Timeline

Q1	Q2	Q3	Q4
LFN Developer & Testing Forum (Virtual) (Feb 10-14)	Open Networking & Edge Forum, (Virtual) (Date TBD)	ONE Summit, (Physical) (TBD)	LFN Developer & Testing Forum (TBD)
Publish 2022 Annual Report	Paid Promotions	LFN Developer & Testing Forum (location TBD)	2023 Annual Report
Website updates	Proof Point Collecting	Code Release Promos	Code Release Promos
ONE Summit content syndication	Project Promos (Infographic, 1-Pager, webinar, etc.)		Q4 Newsletter
Q1 Newsletter	Code Release Promos	Q3 Newsletter	2024 Market Predictions
Member/Community survey	Q2 Newsletter	Thought Leadership	Thought Leadership
Thought Leadership (MWC)	Thought Leadership		

Goal: Influence Consumption

Influence
consumption of LFN
project software and
artifacts

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

1. Create and publish high-quality proof points of deployments, trials, POCs, tooling, and demos (prioritize mukt-project examples)
2. Spotlight enterprise participation and use cases
3. Leverage existing content (e.g. ONE Summit sessions) for promotional syndication across the board

Tactics *("what" we will do)*

1. Promote deployment content via integrated campaigns:
 - Webinars
 - infographics,
 - Blogs,
 - podcasts,
 - videos,
 - contributed articles
 - social media)

Goal: Position LFN as Networking Center of Gravity

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

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

1. Re-define 5G Super Blueprint intent, & capability, and champion successes. Outcomes (over possibilities)
2. Drive marketing collaborations with other groups (both in and outside the LF -- eg., LF Edge, CNCF, TIP, OCP) to extend LFN reach

Tactics *(“what” we will do)*

1. Update 5G SBP diagram; create infographic to illustrate updated narrative; weave into new & existing content (website, slides)
2. Update 5G SBP section of website
3. Create & maintain touch points with other groups, jointly promote 5G Super Blueprint and other collaborative efforts
4. Member & community call-downs to solicit input on strategic direction, focus

Goal: Heighten Awareness of Developer Innovations

Heighten awareness
of innovations
in LFN communities

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

Tactics *(“what” we will do)*

1. Recognize top community leaders and contributors via Community Badging Program, spotlight blog posts, video interviews, demo videos
2. Promote content via LFN website, social outreach, speakerships (LF + non LF events)
3. Promote & advocate LFN innovations at industry events, via in-person engagement (members, developers, staff) and speaking engagements

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

Earned

- › Influencer advocacy
- › Tech and business PR
- › Analyst support
- › 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

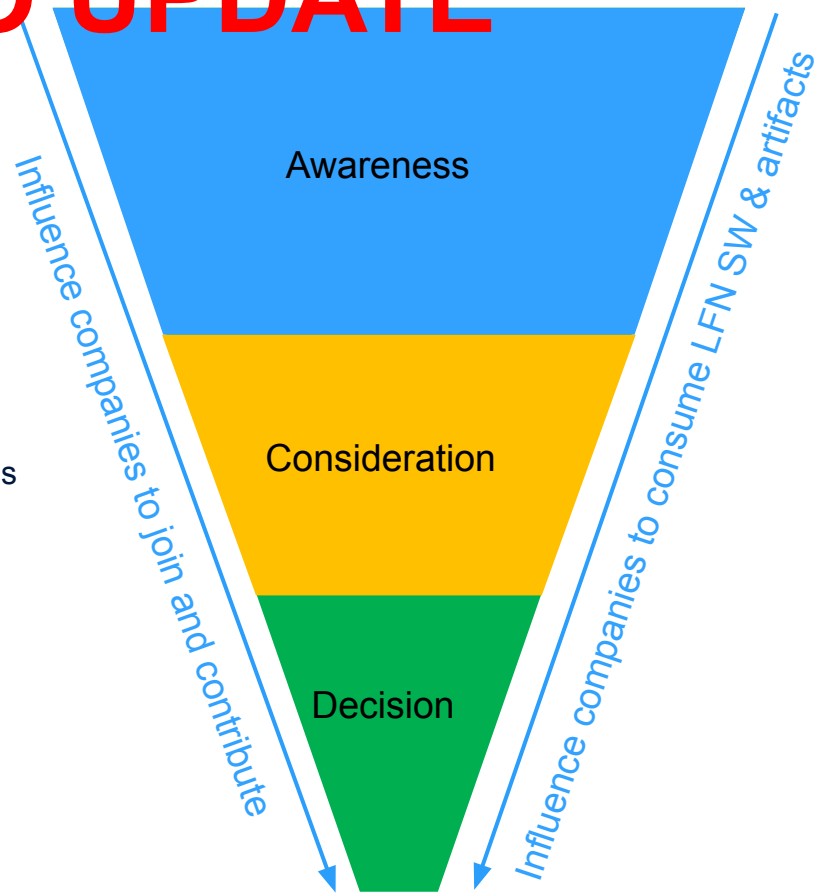
How We Measure Success **TO UPDATE**

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 5 proof points (across projects) / year
 - Minimum 2 enterprise spotlights / year
 - Super Blueprint Content
- Content engagement: # viewers, % who took action after viewing asset





Detailed KPIs

TO UPDATE

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

Detailed KPIs

TO UPDATE

Activity	Goal	X quarter results	Red/yellow/green arrow
Website	Benchmarks: 7,766 Users / per Q 14,821 Pageviews / per Q 1,451 Downloads / per Q Goals: Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Webinars	Benchmarks: 184 Registrations / per event 87 Attendees, / per event Goals: 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	Benchmarks: 75 downloads / per asset Goals: 100 downloads / per asset 400 views / asset		

Next Meeting: February 15, 2023

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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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