LFN MAC Meeting

November 2, 2022

LF NETWORKING
THE LINUX FOUNDATION

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MAC Meeting Agenda - November 2, 2022

- ONE Summit
- Content & KPIs
- 2023 Planning

ONE Summit Update

› Registration:
  › Virtual Viewing Option now available (announced 11/1)
    › PR & email published, social media
  › 50% Alumni discount (email)
  › 50% PNW discount (email & LinkedIn ads)
› Keynote Content - phase 2 announced 11/1
  › PR & email published, social media
› Open Office Hours during main event for project discussions
› D&TF Programming in progress; CFP closed.
  › Day 1: Single track w community-proposed topics
  › Day 2: Technical Project Breakouts

NEW ONE Summit 2022
Keynote Speakers Announced!

November 15-16
Seattle & (New!) Virtual

Dr. Junlan Feng, China Mobile Research

Claudio Fayad, Emerson

Arpit Joshipura, Linux Foundation

David Maltz, Microsoft

Said Ouissal ZEDEDA

Ilhab Tarazi Dell Technologies

Tina Tsou Arm

ONE SUMMIT

Want to attend ONE Summit but can't make it to Seattle?

REGISTER NOW

AND VIEW LIVE DURING THE TWO DAY EVENT

LF NETWORKING

November 15-16, 2022 • Seattle + Virtual

ONE Summit Update

› Sponsorships
  › Mini-Summits (more than anticipated)
    › Futurewei, Nephio, SONiC, DENT, Magma
    › LFN D&TF Following ONE summit
  › Traditional sponsorships - landed lower than forecasted

› Promotions
  › Focused on Reg.
  › Multiple channels: Email campaigns, twitter campaigns, Digital Ads (e.g. targeted LinkedIn ads hitting PNW + APAC/EMEA)
  › Includes speaker graphics, factoids, programming spotlights, countdowns, etc.

ONE Summit: Please help Promote Registration!

Ways to Promote ONE Summit:

- Re-tweet from LFN Twitter:
  https://twitter.com/LF_Networking
- Re-post/share from LFN LinkedIn:
  https://www.linkedin.com/company/lf-networking/
- Follow the LinkedIn event showcase page:
  https://www.linkedin.com/showcase/lfn-one-summit/
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Content & KPIs

Ed Cal

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. 19	(Email) ONE Summit - 5G SBP PoC
Oct. 19	(Blog Post) ONE Summit Co-los
Nov. 1	(Press Release) ONE Summit Keynotes + Virtual Reg (phase 2)
Nov. 1	(Email) ONE Summit Virtual Reg + New Keynotes
Nov. 7	(Email) ONE Summit - Top Reasons to attend
Nov. 10	(Email) ONE Summit - Last Chance to Register
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 (7/10)
Spark - published
Equinix/EMCO - published
Netgate/FD.io - published
Orange / EMCO - LoS - *published*
PANTHEON/FD.io/ODL - published
ONAP/Aarna/TIGO - published
New pipe of CFP submissions!
TBD from ONE Summit sessions (summary blog)

Enterprise (1/2)
Walmart - re-explore case study on why they joined - parking lot
Microsoft (to explore)
DOD (to explore) - *follow-up on ONE Summit presentations*
TBD from ONE Summit keynotes (summary blog)

Super Blueprint (1/1)
CapGem + Aarna testing with equip vendors - *published*
Published content summarizing/following ONE Summit demo

Other

LFN Pitch Deck Refresh - *elevator version ready*

LFN MAC Scorecard

Marketing content pieces	**Developer assets (2/ 5) Proof points (7/10) Enterprise spotlights (1/2) 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 & summarizing key takeaways from onsite ONE Summit presentations
- Solidify plans for post-ONE Summit content

On track   Some risk   Significant risk, help needed

2023 Budgeting & Planning

2022 Key Learnings

› Sourcing *public* proof points is difficult

› Proof point value requires asset consumption – multi-channel promotion is crucial (as is analytics)

› Developer Marketing: two way communication crucial

› Event Marketing must be integrated into overall 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

Proposed Breakout of 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	1. Content Production ($70K)
	    a. Technical writers
	    b. Video production
	    c. Ebooks
	    d. Analyst engagement/research ($20k cap)
	2. Content Promotion ($80K)
	    a. Digital advertising & paid social
	    b. 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)

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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 Board Priorities

LFN Recruitment Goals

LFN Project Goals

→

LFN Marketing Objectives and Strategies
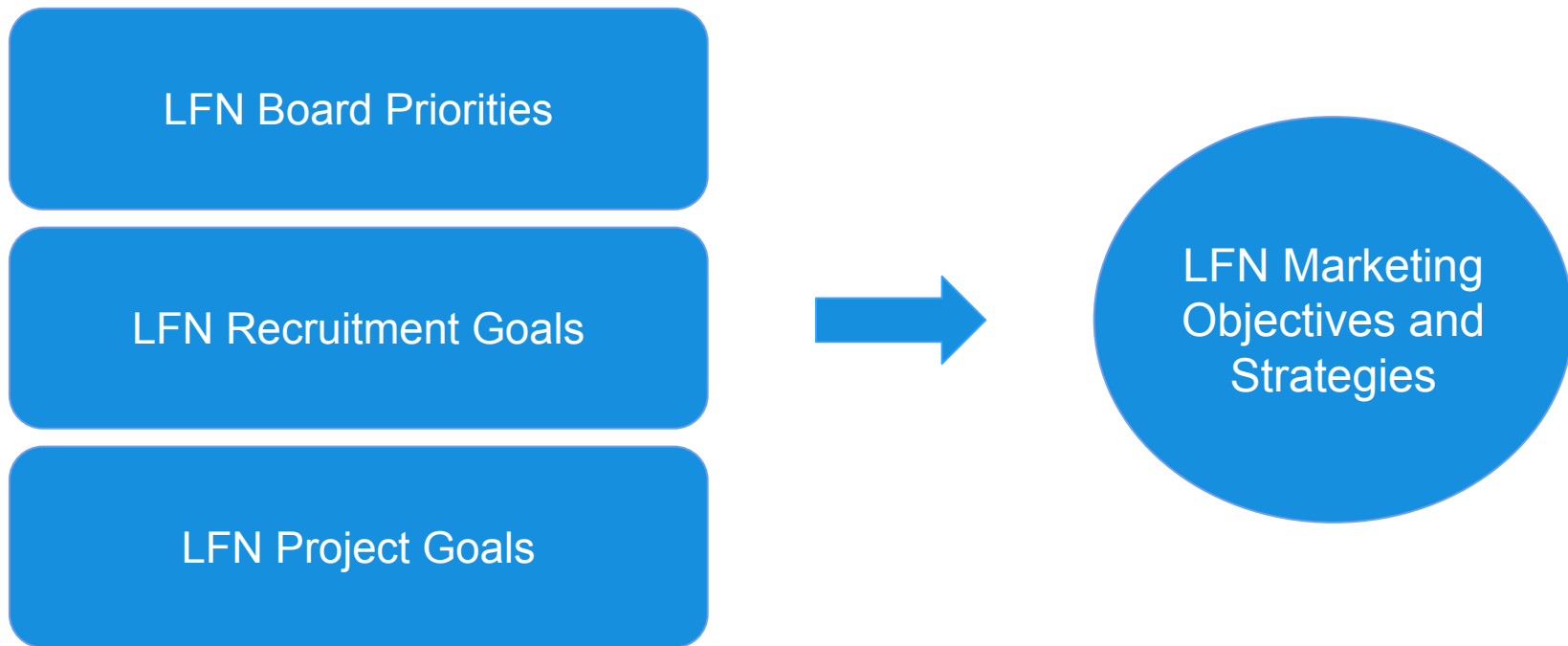
LFN Marketing Objectives

| 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

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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

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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 <u>consistently</u> 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)

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Putting LFN Messaging in Action

Updated LFN messages

Bold, Assertive

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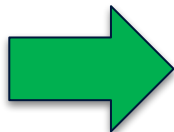
LFN Website: Homepage, Getting Started, Join (Ola, Paula Personas)

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

Influence companies to join and contribute

Influence companies to consume LFN SW & artifacts

Awareness

Consideration

Decision

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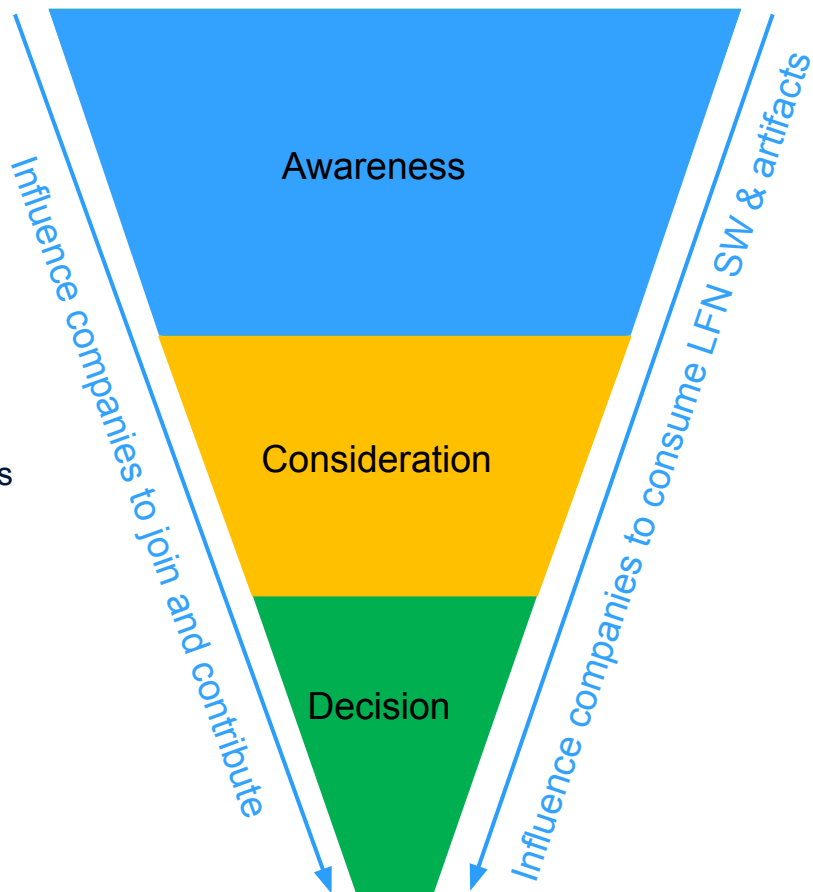
2021 Marketing Post-Mortem

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	**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 Ubsubscribe Rate: X% **Goals:** Open Rate: 30% Clicks: 1,000 Ubsubscribe Rate: TBD	Q1 results: Q2 results: Q3 results: Q4 results:	
Social Engagement	**Benchmarks:** TBD **Goals:** TBD	Q1 results: Q2 results: Q3 results: Q4 results:	

Detailed KPIs

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

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		

2022 Budget

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

$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

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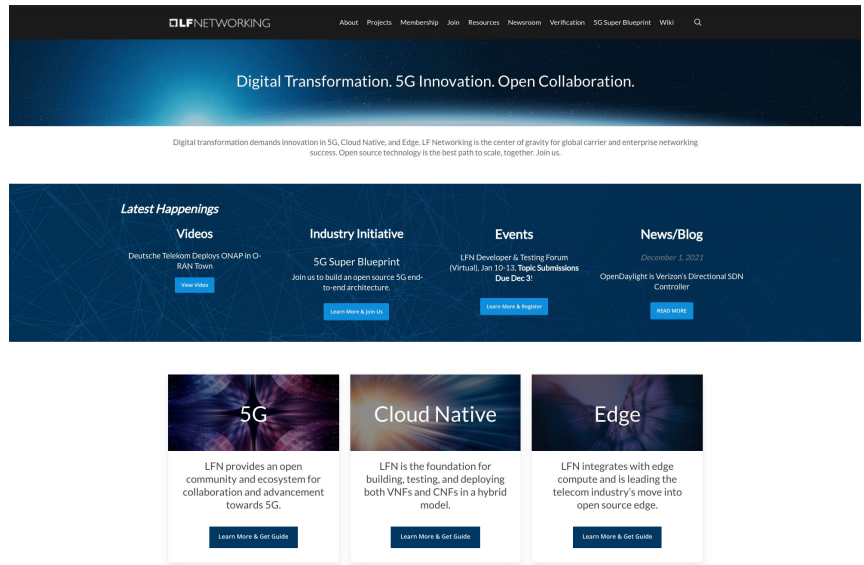
2022 Timeline

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			

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Next Meeting: September 28, 8:00 am PT

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Thank You!

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Marketing Programs Roadmap

Jan - Mar	Apr - Jun	**2H 2022 Focus** Jul - Dec

1H 2022 Focus

Event execution: Dev & Test Forum, MWC, ONEEF, Interop Tokyo's Open Networking & Edge Days

Content: Security paper, Analysys Mason report, proof points (Spark, building pipeline)

Website refresh: new messaging, streamlined navigation, consistent branding, persona focused pages

Messaging: Integrate into website, content, press material

Event impact & execution: ONE Summit

Content: Proof point generation, developer content, enterprise spotlights

Website: Refine messaging and usability

Messaging: Continue to weave into all marketing assets, including ONE Summit (promotional materials + onsite assets). Refine as needed.