

MAC: Digital Marketing KPIs 2021

In 2021, LFN is continuing to focus on a digital marketing strategy. These are the proposed KPIs to measure that effort.

LFN Webinar Series (2021)

LFN Webinars	Registrations	Live Attendees	Attendance Rate	YouTube Views
Anuket Launch Event	312	140	49%	504
VPP in your home lab? Yep. Right now.	106	50	47%	954
5G Dynamic Network Slicing via Open Source Projects	253	126	50%	1,839
NFV Deployments and the Path Ahead: An Operator Perspective	126	40	32%	354
ONAP Honolulu Is Here	229	199	87%	1,215
How to build secure Terabit Network Services with FD.io technologies	137	41	30%	554
Calico/VPP : Kubernetes networking with boosters	181	53	29%	1,307
Orange Deploys ONAP in Production	191	112	57%	504
Deutsche Telekom Deploys ONAP in O-RAN Town	205	84	41%	391
Intelligent Networking and the Thoth Project – Where do we go from here?	98	28	29%	225
Totals Year to Date	1,838	873	45%	7,847
Benchmarks (per webinar)	184	87.3	45%	785

Analysis: LFN Webinars continue to be an effective way to reach the open source networking audience covering a wide variety of LFN-related topics. Future webinars will look to focus on LFN project deployments, e.g. Orange's ONAP Powered Automation Framework. Posting the webinars on YouTube immediately after the event has been a successful at achieved several multitudes more views than the live broadcast.

LFN Technical Events (2021)

LFN Events	Registrations	Live Attendees	Attendance Rate	Event Satisfaction
LFN Developer & Testing Forum (February)	428	501*	117%	78%
LFN Developer & Testing Forum (June)	525	446	85%	85%
Totals Year to Date	953	947	101%*	82%
Benchmarks (per tech event)	477	474	101%	82%

Analysis:

TBD

***Some people attended without filling in the registration form.**

LFN ONE Events (2021)

LFN Events	Registrations	Live Attendees	Attendance Rate	Event Satisfaction
Open Networking & Edge Executive Forum	1,026	1,026	100%	95%
Open Networking & Edge Summit	661	541	82%	97%
Totals Year to Date	1,687	1,567	91%	96%
Benchmarks (ONE events)	844	784	91%	96%

Analysis:

In the spring we tried a new type of virtual event, the Open Networking & Edge Executive Forum (ONEEF). This proved to be a versatile, effective format to share thought leadership from top LFN members and industry luminaries. The LFN technical events (LFN Developer & Testing Forums) continue to be an effective medium for technical community

collaboration with 500+ attendees/registrations at both events in 1H2021 and a growing event satisfaction rating exceeding the 80% goal. ONE Summit numbers in fall were tracking lower. Next year we are proposing a virtual ONEEF in the Spring and physical ONE Summit in the fall.

Web (2021)

LFN Website	Q1 2021	Q1+Q2 2021	Q1+Q2+Q3 2021	2021 Complete Year
Users	9,220	8,326	5,751	
Pageviews	22,993	17,285	4,185	
Downloads	908	370	263	
Traffic Sources	Q1 2021	Q1 + Q2 2021	Q1 + Q2 + Q3 2021	
-Direct	Direct: 29%	Direct: 29%	Direct: 30%	
-Referral	Referral: 24%	Referral: 19%	Referral: 18%	
-Search	Search: 40%	Search: 38%	Search: 37%	
	Social: 3%	Social: 8%	Social: 7%	
Benchmarks (Users)				7,766
Benchmarks (Pageviews)				14,821
Benchmarks (Downloads)				1,451

Analysis: Website users and pageviews held fairly steady in Q1 + Q2 but downloads were down due to a reduction in downloadable assets. An active and effective social program grew the percentage of traffic from social sources from 3% to 8% earlier this year.

Downloadable Content(2021)*

Top 5 Content Pieces	Downloads
2020 Year In Review	452
LFN Charter	409
CNTT Whitepaper	157
Bell Case Study	81
5G Cloud Native Solution Brief	54
White Paper: Intelligent Networking, AI and Machine** Learning	--
White Paper: NFV Testing and Automation**	--
White Paper: Intelligent Networking, AI and Machine Learning	100
ONAP 1-Pager	55
DT 1-Pager	49
Totals:	1,257
Benchmarks:	157

*Note: This only includes downloadable content pieces from the LFN website. Does not include messaging docs, webpages, blogs, press releases, infographics, videos, etc.

**Note: We're possibly getting an error in Google Analytics on these papers. Not included in the stats for now.

Analysis: New downloadable assets are landing in Q4 (EUAG Paper, Case Studies, etc.).

Email (2021)

LFN Emails	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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LFN Newsletters / Special Sends	Sent via old platform / now archived		3/2: ONEEF Promo Email 1. 24,616 2. 5,835 3. 23.9% 4. 451 3/16: LFN Webinar Promo 1. 25,356 2. 4,152 3. 16.5% 4. 649 3/24: LFN Webinar Follow Up 1. 88 2. 39 3. 44.8% 4. 31 3/25: LFN Webinar Follow Up 1. 241 2. 130 3. 54.2% 4. 99	4/02: LFN Webinar Follow Up 1. 121 2. 62 3. 51.7% 4. 59 4/6: Q1 Newsletter 1. 25,079 2. 4,277 3. 17.2% 4. 595	5/10: LFN Webinar Promo 1. 24,853 2. 3,968 3. 16.1% 4. 503	6/3 LFN Developer & Testing Forum June Promo 1. 47,883 2. 10,989 3. 23.1% 4. 799 6/29 FD.io Webinar Promo 1. 47,011 2. 9,336 3. 21.2% 4. 636	Q2 Newsletter 1. 43,513 2. 9,451 3. 21.7% 4. 877						
LFN Member Update (Roughly Bi-weekly)	Sent via old platform / now archived	2/23: LFN Member Update 1. 214 2. 64 3. 30% 4. 31	3/23: LFN Member Update 1. 304 2. 79 3. 30.5% 4. 21	4/13: LFN Member Update 1. 300 2. 134 3. 26.5% 4. 13 4/28: LFN Member Update 1. 294 2. 84 3. 28.8% 4. 14	5/12: LFN Member Update 1. 294 2. 73 3. 25.1% 4. 18 5/26: LFN Member Update 1. 290 2. 71 3. 24.7% 4. 17	6/22: LFN Member Update 1. 285 2. 68 3. 23.9% 4. 7	7/15: LFN Member Update 1. 239 2. 66 3. 27.6% 4. 25	8/4: LFN Member Update 1. 283 2. 65 3. 26.9% 4. 38 8/18: LFN Member Update 1. 283 2. 132 3. 24.6% 4. 8 8/30: LFN Member ONE Summit Update 1. 228 2. 70 3. 29.4% 4. 19	9/23: LFN Member Update 1. 234 2. 59 3. 25.2% 4. 15				

Analysis: In 2020/21, we've shifted the frequency of the LFN Newsletters to quarterly which feel like the right cadence. Average clicks per newsletter though has dropped below our target of 1,000 so I recommend we trying mixing up the subject lines a bit and explore using a new, simpler format like the LF Newsletter. We'll combine the Q3/Q4 Newsletter and use this new format (once we publish our main upcoming deployment stories). In between newsletter sends, the subscriber list has proven useful for select promotions, e.g. webinars, ONEEF, Technical events, etc. Roughly bi-monthly membership updates provide a more frequent touchpoint with the core LFN representatives but the open rate has hovered around 25%. We'd like to get this higher so we'll experience with some subject lines.

Social Media (2021)

Twitter	Twitter	Jan - 21	Feb - 21	Mar - 21	Q1 2021	Apr - 21	May -21	Jun -221	Q1 + Q2 2021	Jul -21	Aug - 21	Sep - 21	Q1 + Q2 + Q3 2021	Oct - 21	Nov - 21	Dec - 21	Full Year 2021
	Followers	913	966	1019	1019	1057	1207	1232	1,232	1262	1306	1364	1364				
	New	46	53	53	53	38	50	25	166	30	44	58	298				
	Growth	5%	6%	5%	16%	4%	14%	2%	36%	2.4%	3%	4%	45.4%				
	Mentions	25	22	40	87	13	12	15	127	11	15	11	164				
	Organic Impression	13.6K	13.8K	83.1K	110.5K	8.5K	12.5K	10.7K	42.2K	9.8k	18.8k	4.9k	75.7k				
	Total Engagement	159	195	347	701	129	175	117	1,122	174	118	128	1542				
	Link Clicks	77	91	150	318	34	46	35	433	50	47	38	568				
	Tweets	29	27	61	117	20	18	24	62	27	16	17	122				
Linked In	Linked In	Jan - 21	Feb - 21	Mar - 21	Q1 2021	Apr - 21	May -21	Jun -21	Q1 + Q2 2021	Jul -21	Aug - 21	Sep - 21	Q1 + Q3 + Q4 2021				
	Followers	311	321	392	392	501	561	595	595	619	634	646	646				
	New Followers	32	10	71	113	199	60	34	406	24	15	12	457				
	Growth	11%	3%	22%	36%	71%	12%	6%	125%	4%	2%	2%	133%				
	Organic Impressions	3260	1582	10,665	15,507	6,672	6,766	3,634	32,579	4628	3579	1524	42,310				
	Engagement	206	99	1764	2069	502	412	170	3,153	300	189	51	3693				

	Updates/Posts	8	7	19	34	14	17	14	79	18	12	8	117				
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Analysis: The LFN LinkedIn Channel has grown due to increased post frequency and engagement.

PR / AR / Comms (2021)

Activity	Q1	Q2	Q3	Q4	YTD Totals	Benchmarks
Press Releases	3	2	3			2.67
Press Clips	205	191	159			288
Aggregate Readership	247M	34M	12M			97.7M
Briefings	8	5	4			5.67
3rd Party Speaking Engagements	3	6	4			4.33

Analysis: Q3 remained active with 3rd party speaking engagements and briefings.