Promoting Linux – The Marketing Approach

Orr Dunkelman

orrd@vipe.technion.ac.il

Lecture's Structure

- Basic Marketing Tips – appearance and body language
- Video Session – Haifux members advocate Linux
- Video Session Analysis – comments by RL marketing people
- More about Marketing
- Video Session 2 – Linus Torvalds speaks (and we all listen)
- Summary

Basic Marketing Tips

The following pointers are the same for (almost) all marketing purposes (Linux, job interview, etc.):

Dress Properly

- The first impression is the most important one.
- What people think of you is determined mostly by appearance.
- The "right" dress code is very important.

Behave Properly

- Behave yourself – Good manners are a symbol for a good education.
- Good manners improve the impression you make.

Basic Marketing Tips (cont.')

Speak Fluently

- Do not speak too fast. People do not need to pay attention to your words, but to their content.
- Do not speak too slow. You bore the person, and you might seem confused, out of focus, etc.
- Don't pause too much. Pause can be used to your advantage. Pausing all the time prevent you from using this tool.
- Speak correct Hebrew/English. People are affected subconsciously from these mistakes.
- Don't use too low language. It's not your buddy.
- Don't use too high language. Don't be arrogant aristocratic person.

- Don't swallow your words. People tend to connect it with autism, or other mental problems.

Stay Focused

- Don't enter too deep in recursion, i.e., don't have too many story inside a story inside a story inside a story...
- Don't diverge too much, though diverging sometimes can be very useful.

Video Analysis

- **Body Language**
  - Eyes.
  - Body.
  - Hands.
- **Language**
  - Friendly vs. Dry.
  - “Marketish” vs. Technical

How To Do It (Serving Proposal)

First – Gather information. Know what organization you work with. Who do you meet, his place in the "Chain-of-command". History, both of the person and the organization. Who approached who. etc.

Second – Set your goals: Moving everything to Linux? What distribution? What other utilities (APACHE, Qmail, etc.)?

Third – Set strategy: Money issues? Technology issues? Security issues? What is your winning card?

Fourth – Make a small presentation for yourself. Try to see it through the person you are going to meet eyes. Anticipate hard questions.

Fifth – Repeat 2–4 until satisfied.

Sixth – Practice your presentation. Know it by heart. Find supporting data.

Just Do It!

1. Look at the person you speak face. Mostly at his eyes.
2. Be friendly.
3. Be accurate.
4. Be calm.

Just Don't Do It!

1. Don't scare the person you talk to.
2. Don't cross the personal space of the person you talk to.
3. Don't be arrogant or too sarcastic.
4. Don't be angry if he is late (up to a reasonable time delay).
5. Don't move in sharp movements.
6. Don't panic.

Did one of the "Do Nots"? Take it easy, just let it slip through.

Points in Promoting Linux

Linux is stable

Linux is secure – True, but not everybody are interested in that.

Linux is functional – Compilers, debuggers, applications, etc.

Linux has a strong back – Companies that support Linux.

Linux has many users – Linux is here to stay.

Linux has known and open standards – Good for developers.

Linux is free – Find cost claims supporting the money claims (training, lost revenue due to malfunctions, added revenue due to better functionality, etc.).

Points in Demoting Linux

Be ready to hear Linux demoted. When you hear those comments, just swallow your pride, and answer the assults calmly:

No Hebrew support

GPL is IP cancer

Linux is hard to use and learn

Linux has no “father”

Linux is only for hackers

Linux is not secure

Answering to Attacks

Bad ways: Snorting ("yeah, sure, whatever"), Sarcasm, Apologetic, Attacking back.

Good ways: Answer directly. Do not go round. Use facts and numbers. Use pointers to neutral sources.

Acknowledgments

I would like to thank Orna Agmon, Alon Altman, Elad Barkan and Muli Ben Yehuda for their consent to appear in the video.

I would like to thank Ronit Bardugo, Eli Biham and Jacob Dunkelman for their valuable pointers and suggestions.

Finally, I would like to thank the audience for hearing me, without throwing stones/tomatoes at me.

Linus lecture video:
http://technetcast.ddj.com/tnc_program.html?program_id=17