



Communication for IndieHosters

Context

December 2014, we have started our project with a successful crowdfunding campaign[0]. We started well and were happy for the remarkable/good press coverage we got. Neither how one year after we begin to stagnate and acquire only one more user per month. In total we can count on 70 users. (plus 280 followers on twitter, 240 likes on facebook and around 300 persons subscribed on the mailing list).

Our website gets on average 50 visits a week ! but this number is slowly decreasing.

The really good news is that we have users :) Our next goal is to reach 600 users, which means about ten times the users we have today.

Project

For the first birthday of Indie Hosters we want to re-do a crowdfunding campaign. We call this project IndieHostersV2. We believe that the buying tunnel from IndieGoGo is a lot better than ours. More over IndieGoGo probably has a better image/more trustable than our website and allows us to sell our service with some reductions compared to the normal price.

Before launching the campaign and implementing new key features (new apps, better UX, more reliable infra) we will improve/prepare/work on the following key necessities:

1. User involvement

Before we make any changes we would like to find a way for users to get involved and to find out their preferences regarding new key features.

The goal is to have a more active community to start the crowdfunding campaign by

- sending a form/ questionnaire to existing users/followers
- giving 20euros to new users to 'invest' on features they want (though BountySource platform)

2. Increase the number of visits on the website

We will improve the website and work on a better menu with a clearly defined pricing page, free version of some services and a better buying tunnel. A better website will in turn be a good starting point to work on increasing our daily visits by implementing a bi-weekly blog post with a user story and a monthly newsletter.

Apart from that we want to increase the conversion rate and believe that a better website can do so/ is a good starting point.

3. Contact Influential bloggers

We already, and with some success identified some blogs (during the previous campaign). It would be nice to identify more influential bloggers/youtubers in order to get a good media presence during the crowdfunding campaign.

4. Target

We had troubles to precisely identify our target. As we often compare the services we offer to locally produced, organic veggie box we believe that our target people are mainly informed, concerned, environmentally and politically conscious people. We believe that he/she is:

- an artist (music, hand craft..)
- aware about privacy matters
- a small to medium enterprise with local concerns
- activist

5. Vocabulary

We need new words/descriptions to speak about the service. We already identified some:

- organic internet services
- we are accessible
- we care of your digital life
- one place to create/manage your digital/online ecosystem

6. Existing communities

Just to give you a broad image of the projects related to ours, here is a list of projects in which we are also involved.:

- <https://tosdr.org/>
- <https://ihavesomethingtohi.de/>
- <https://tokoloho.co/profile/internetfreedomlisbon>
- <https://forum.indie.host/>

We could also use these communities for some communications.

Your work

We'd like your advices on each point. Argumentation and examples from comparable projects are necessary. For any doubts/concern please, do not hesitate to contact us contact@indiehosters.net

Concurents

Here is a non exhaustive list of our opponents:

- <https://sandstorm.io/>
- <https://reclaimhosting.com/>
- <https://yunohost.org/>
- <http://www.1and1.com/>
- <https://wordpress.com/>

More info here: <https://indiehosters.net/#well-host-foss-like-nobody/>

we are different in the sense that we aim at being more end-user, less geek, with more services, just FOSS, and less expensive!

(if you find more, please let us know!)

[0]: <https://www.indiegogo.com/projects/indiehosters#/story>

[1]: <https://www.bountysource.com/teams/indiehosters/issues>