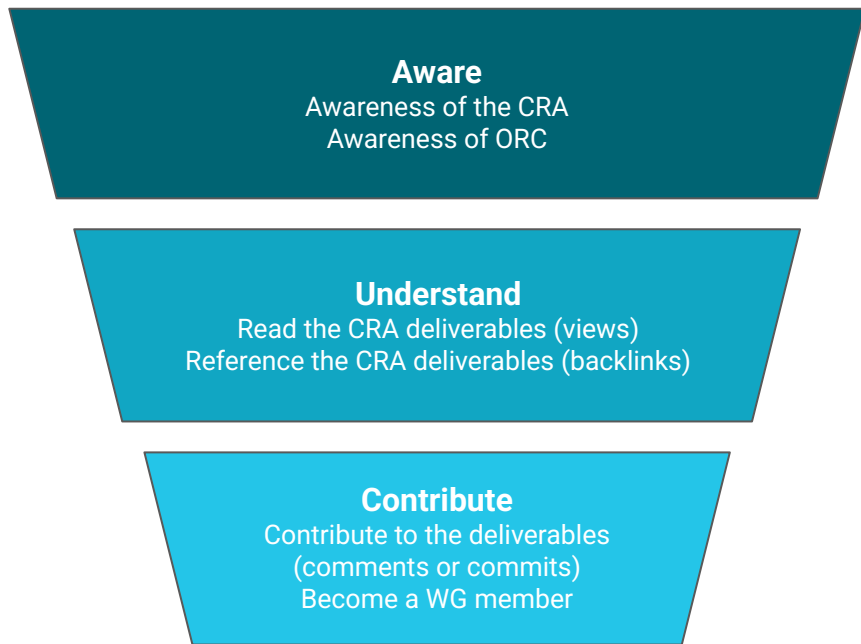
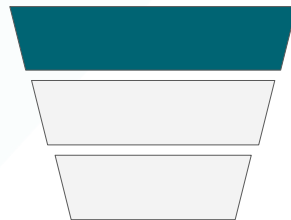


Marketing Program & Tactics

Programs by Funnel Stage



Aware



Press & Analyst Relations

Smaller, more frequent stories and expert commentary, sustaining visibility year-round rather than through major announcements alone.

Unpacking the CRA Webinar Series

Targeting OSS communities not engaged with ORC. Creates prospects.

More Community Voices

Launch a community byline program that provides writing prompts, templates, and editorial support to help contributors publish about ORC's work.

On the Ground at Key Events

Strengthen visibility and awareness through shared booths and sponsorships at flagship community events like FOSDEM, Embedded World, and OSXP. We will also have a contingency for small targets sponsorships.

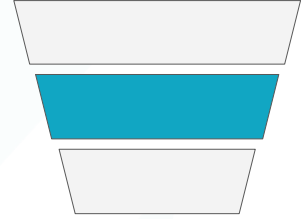
Uplevel the ORC Brand Personality

Activating the mascot, brand voice, and visual identity consistently across digital channels, events, and content to differentiate ORC from other voices in the CRA space.

Targeted PPC Campaigns

Pay-per-click campaigns to reach new and unaware audiences, as first-touch engagement with CRA content.

Understand



CRA Training Promotion

An integrated campaign to promote ORC's CRA training program that positions it as the go-to resource for organizations preparing for compliance.

Strategic Campaigns for CRA Deliverables

Focused outreach for each CRA deliverable to connect the right stakeholders with the insights and tools.

CRA Mondays

Continue the CRA Mondays series with practical insights and updates, keeping the community informed and reinforcing ORC's leadership in open source regulatory readiness.

ORC Monthly Blog

Monthly roundup highlighting key developments, events, and deliverables to keep stakeholders informed.

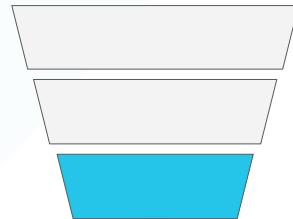
Community Speaker Support

Scale up the 2025 speaker initiative to reach more events and audiences, providing materials and promotion for community members representing ORC.

Simplified Access to Resources

Enhance the ORC website with direct, easy-to-navigate access to CRA deliverables and guidance materials, making it simpler for users to find and apply what they need.

Contribute



Deliverables and Task Force Blogs

Starting with blog posts at project launch to explain what we're doing and why, we will continue sharing progress updates and success stories to invite community contribution and engagement.

Community Resources

Expand and promote the [Marketing Resources](#) hub with ready-to-share messaging, visuals, and materials to help members advocate for ORC.

Key Community Events

Bringing the community together face to face three times a year (Code Compliance in January and the fall and OCC @ OCX) will focus collective effort on key work, strengthen relationships, and enhance ORC's reputation across the ecosystem.

Membership Support

Support working group growth with updated sales support collateral (i.e. prospectuses) and create targeted outreach campaigns with a range of industries, geographies, and organisation types to create a well-represented membership base.

Contributor Recognition Campaign

Celebrate active contributors with blog features, social highlights, and branded giveaways to encourage ongoing participation.