



WORKING WITH COMMUNITY AND BUSINESS DEVELOPMENT

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AGENDA

- Community as a marketing strategy - why?
- Community support projects
- Community as a business development tool
- Technical and non-technical partnerships

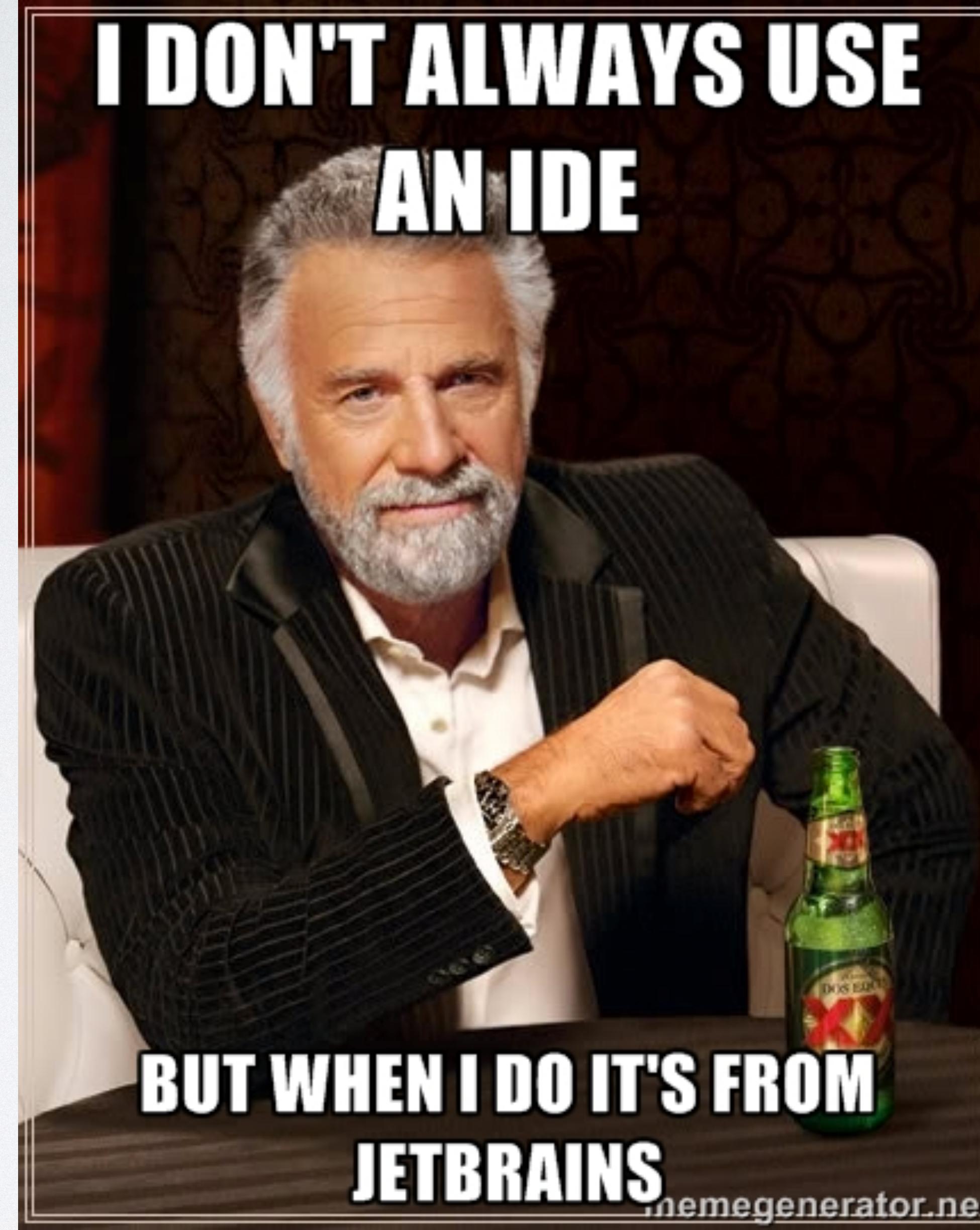
WHO WORKS ON COMMUNITY HERE?

- Developer advocates
- Marketing
- Community support
- Everyone else

(c) JetBrains



TURN YOUR CUSTOMERS
INTO ADVOCATES!



AND THAT'S STILL
NOT ENOUGH



(c) KimManleyOrt, <https://flic.kr/p/edvoCC>

AND THAT'S ACTUALLY ABOUT
BUSINESS

COMMUNITY REQUIRES HARD WORK
and proactivity

USER GROUPS

OPEN SOURCE

STUDENTS

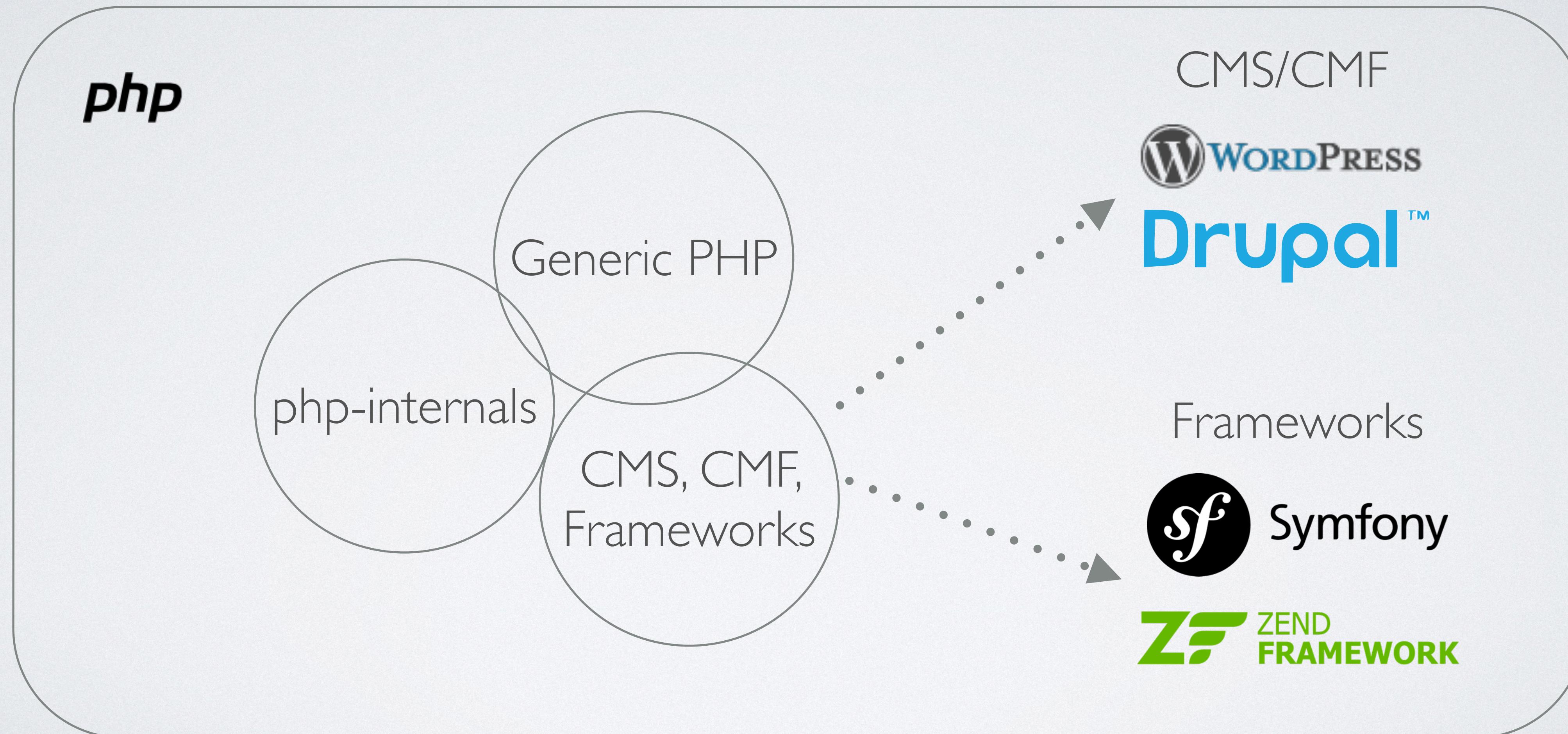
CLASSROOM

CAMPUS AMBASSADORS

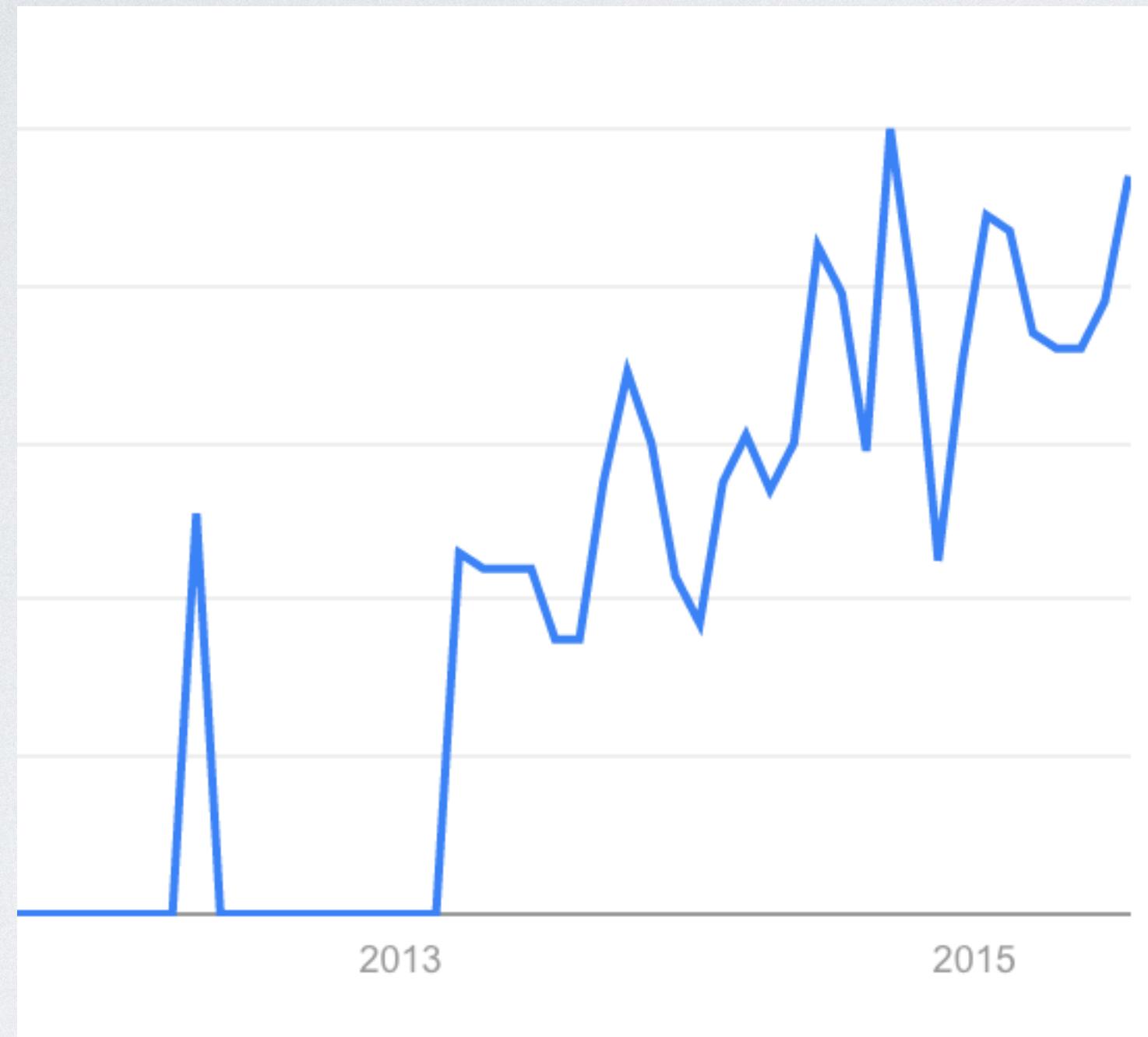
COMMUNITY AS A BUSINESS DEVELOPMENT TOOL

LET'S TALK CASES A BIT

PHP COMMUNITY OVERVIEW



Drupal™



- 3 weeks, one developer
- Materials
- Extensive community activities
- Partnership with Drupal Association

2014 RESULTS FOR DRUPAL

- Default Drupal IDE
- 30K+ plugin users
- Successful interests lobby
- Tailored open-source program



WORDPRESS

Story



TECHNOLOGY PARTNERSHIPS

CO-MARKETING AND NON-TECHNICAL PARTNERSHIPS

PLUGIN DEVELOPERS ECOSYSTEM



Symfony



TRAININGS AND CONSULTING

BE A PART OF THE COMMUNITY

AND... HOME ASSIGNMENT!



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