

OSA CON 24



HOW OPEN SOURCE MARKETING IS SIMILAR TO BUSINESS MARKETING

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Wild comparison, right?

What do OSS maintainers aim to build?



Scalable software for everyone to use; a community

What is the end goal of business marketing?



A community; a fanbase

How do OSS maintainers attract a community?



- Word of mouth
- Online platforms (e.g GitHub, Reddit)
- Speaking at talks & conferences
- Making cool projects



How do businesses attract a community?

- Word of mouth
- Online platforms
- Press coverage
- Speaking at talks & conferences
- Innovation
- Paid advertising (e.g Google)
- Free trials

What makes a developer use a open source project?



- Transparency
- Customizability
- Innovation
- Good documentation to steal from
- Scalability
- Easy to use/integrate



What makes a client/customer use a product?

- Transparency
- Customizability
- Innovation
- Pricing
- Scalability
- Easy to use/integrate

Recap



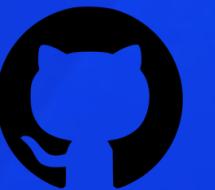
- Both open source & businesses aim to build a **community or fanbase**.
- Both open source & business marketing have identical selling points.
- Open source marketing generally relies on organic advertising, while business marketing relies on organic + paid advertising.



Thank You



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