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
- Scalablility
- Easy to use/integrate

What makes a client/customer use a product?

- Transparency
- Customizability
- Innovation
- Pricing
- Scalablility
- 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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