Marketing Planning
Brainstorming Session

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Purpose

- Brainstorm topics to discuss on Friday

- Think about what we want and need

- Slides are just some initial thoughts…

Messaging

- Concise – 3 sentences

- Focus on key value/deliverable of WoT
  - Eg TD, metadata, "descriptive"

- Clearly distinguish from alternatives
  - Eg "description" not "framework"

- Versions for different audiences
  - What audiences?

Collateral

- Presentation material
  - Kept up to date
  - Different lengths: 3m, 10m, 30m
  - Different key audiences
  - History vs. base materials for new presentations

- Materials for developers
  - Tutorials
  - Examples
  - Documentation

- Datasheet
  - See current version

- Images and diagrams
  - Editable, vector formats...

- Other
  - Brochures?
  - Posters?

Online Presence

- Web site

- Wiki

- Github structure

- Online evangelism (webinars, etc)

Evangelism

- Events

- Liaisons

Recruiting

- How to recruit new members?

- Who would be valuable to have?

Logistics

- What are the deliverables?

- By when do we need them?

- Who does the work?