

AWS  
re:Invent

**OPN218**

# Marketing your open-source project

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Amazon Web Services

# What you'll gain from this session



You will develop an outline plan for marketing your open source project, covering customers, code, content, community, and more. You will walk away ready to get started, bringing more attention and resources to your project.

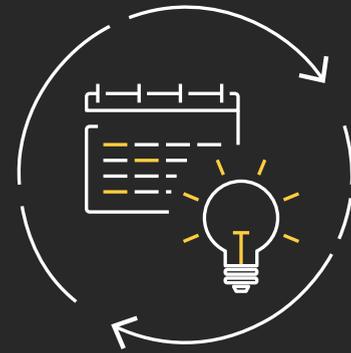
# Learning objectives

- Identify the components of marketing that will be useful to your open source project
- Gather ideas for how you might execute each of those components
- Walk away with a plan you can start on immediately

# Agenda

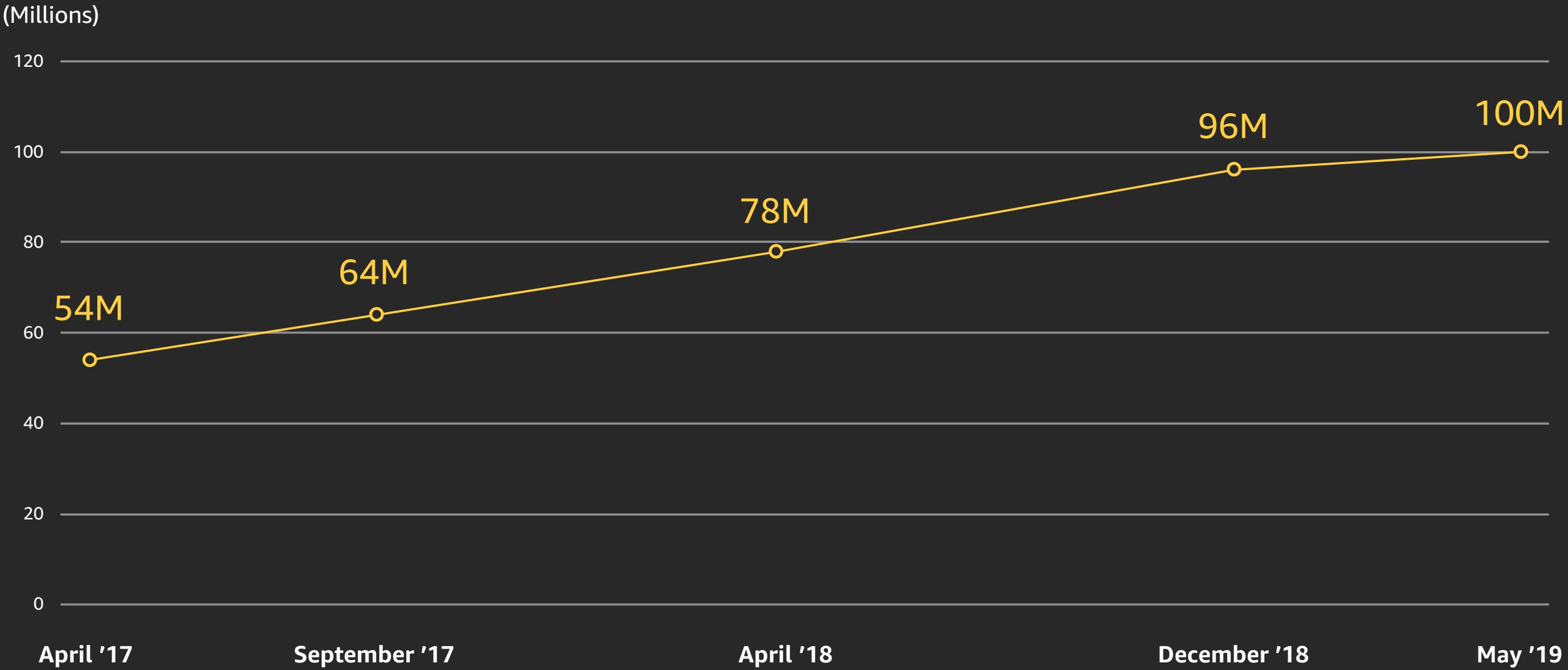
- ① Introductions all around, why you're here
- ② A quick intro to marketing and why open source needs it
- ③ The components of open source marketing
- ④ Open question time, develop your own marketing plan
- ⑤ Next steps and resources

# What is marketing in open source?

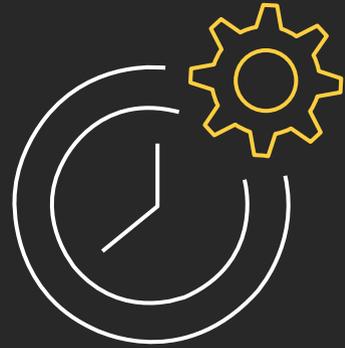


In open source, marketing is about getting people to exchange their time and attention (and sometimes money) for your ideas

# Number of repositories on GitHub

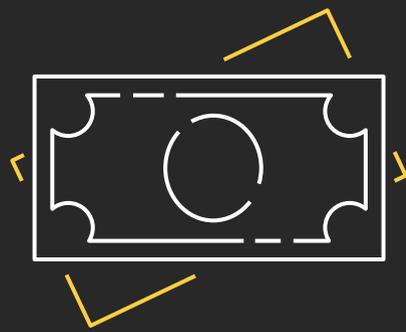


# What resources do projects need?



## The time and effort of people

- Users
- Contributors: Independent and/or assigned to a project by their employer (or hired specifically to work on it)



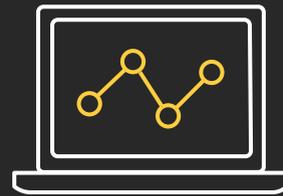
## Money

- Sponsorships
- Salaries
- Bounties
- Investment
- Donations

# The components of open source marketing



Customers



Code



Content



Channels



Community



**First, last, and always:  
Your customers**

Who are your customers?

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What do they need?

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How does your project meet  
that need?



Code

## The basic code

- Architected for participation
  - Well commented
- 

## Tools

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## Tests

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## Examples and sample code



**Branding**  
Name  
Logo/mascot





## Documentation

Good documentation is crucial

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It can be very hard to achieve

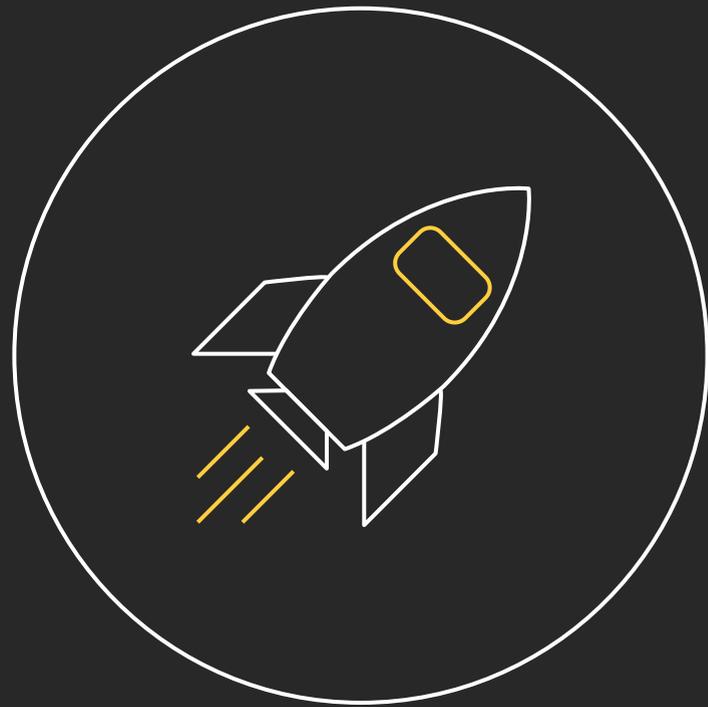
# Beyond “good” documentation



Help people understand  
what a technology is about...

...and how they can use it  
to **succeed**.\*

Thanks, Kathy Sierra!



# Content

How-to's, blueprints, architectures, etc.

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Blog

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Videos and screencasts

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Articles and press (trade press, scholarly journals, refereed conferences)

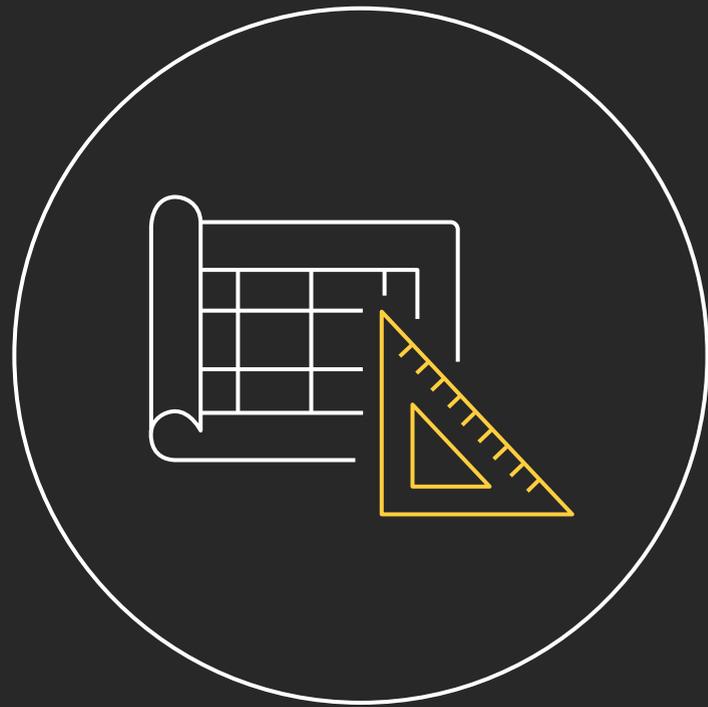
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Books

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Education

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**“Papers”**  
How-to's,  
blueprints, etc.

Various terms used  
(and abused) various ways

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Don't get hung  
up on terminology

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**Do** create this kind  
of material—the  
deeper, the better

# Blog

Yes, have one!

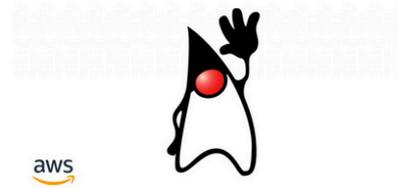
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Technical and news posts are both appropriate

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There is no canonical length

## AWS Open Source Blog

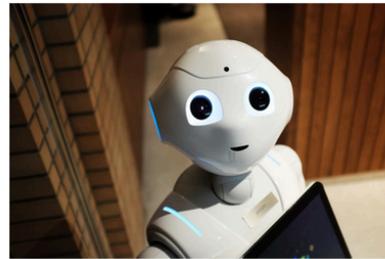


### Amazon joins the Java Community Process (JCP)

by Yishai Galatzer | on 22 OCT 2019 | in [Amazon Corretto](#), [AWS Java Development](#), [Developer Tools](#), [Java](#), [Open Source](#), [Programming Language](#) | [Permalink](#) | [Comments](#) | [Share](#)

Amazon runs thousands of Java production services; both we and our customers depend heavily on various distributions of the JDK (Java Development Kit). In 2016 we started building Amazon Corretto, our OpenJDK binary distribution, and started using it to run AWS and other Amazon services. In 2018, we open sourced Corretto and made it available [...]

[Read More](#)



### How AWS is helping to open source the future of robotics

by Matt Asay | on 18 OCT 2019 | in [AWS RoboMaker](#), [Open Source](#), [Robotics](#) | [Permalink](#) | [Comments](#) | [Share](#)

Our robot overlords may not take over anytime soon, but when they do, they'll likely be running ROS. ROS, or Robot Operating System, was launched over a decade ago to unite developers in building "a collection of tools, libraries, and conventions that aim to simplify the task of creating complex and robust robot behavior across [...]"

[Read More](#)



### Deploying Spark jobs on Amazon EKS

by Vincent Gromakowski | on 15 OCT 2019 | in [Analytics](#), [Open Source](#) | [Permalink](#) | [Comments](#) | [Share](#)

Kubernetes has gained a great deal of traction for deploying applications in containers in production, because it provides a powerful abstraction for managing container lifecycles, optimizing infrastructure resources, improving agility in the delivery process, and facilitating dependencies management. Now that a custom Spark scheduler for Kubernetes is available, many AWS customers are asking how to [...]

# Video & screencasts

Presentations, interviews,  
demos, etc.

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Attention spans are short

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YouTube is your friend

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Subtitles/captions

The screenshot shows a YouTube video player with the following content:

- Video Title:** Style Dictionary Demo
- Views:** 2,829 views
- Engagement:** 33 likes, 0 dislikes
- Channel:** Amazon Web Services (Published on Feb 2, 2018)
- Subscription:** SUBSCRIBE 191K
- Description:** Learn more about AWS at - <http://amzn.to/2E6dxlK>. A Style Dictionary is a system that allows you to define styles once, in a
- Video Content:** The video displays a web browser window showing a 'Style Dictionary' website. The website has a sidebar with a navigation menu (Introduction, Principles, Styles, Overview, Colors, Typography, Dimensions, Icons, Motion, Property Explorer, Components, Layouts, Usage, Resources) and a main content area titled 'Colors'. The 'Colors' section includes a 'Brand Colors' table with two columns: 'Primary' (shades of blue) and 'Secondary' (shades of teal). The table lists five shades for each: lighter, light, base, dark, and darker, with corresponding hex codes. Two mobile emulators are overlaid on the right side of the browser window, showing the application's appearance on an Android phone and an iPhone 6.
- Up next:** WRITE LESS CSS (Coding Tech, 74K views, 14:53 duration)
- Other recommendations:** Penn & Teller Fool Us Charles Bach (eufhaye)



**Trade press**

Get professional  
PR help with this

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Getting press coverage  
is an art, not a science

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Getting press coverage  
is an art, not a science



News sites

Hacker News

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Reddit

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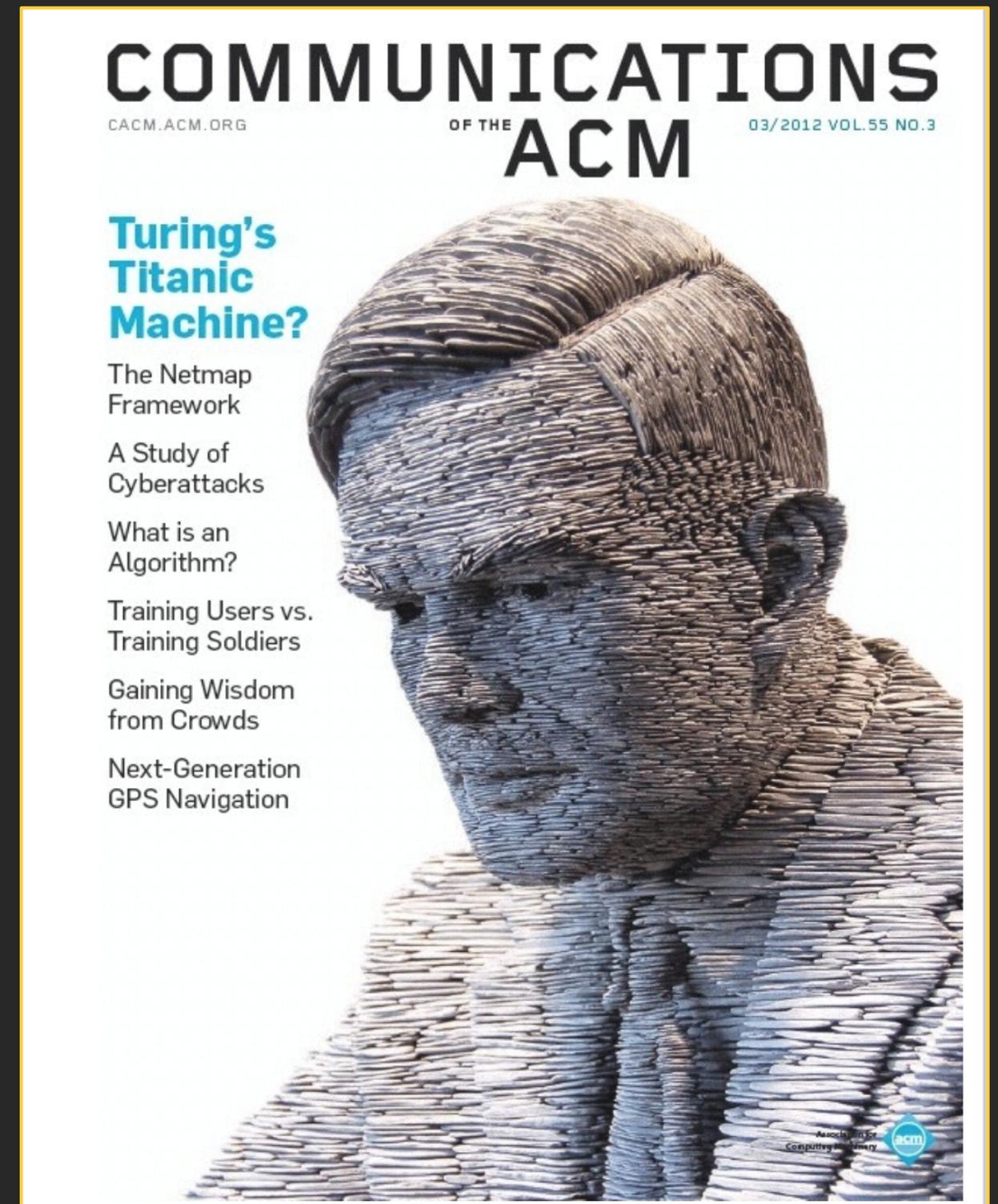
How do you know?

# Refereed journals

## Communications of the ACM

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### USENIX ;login:



# Books

Great marketing tool

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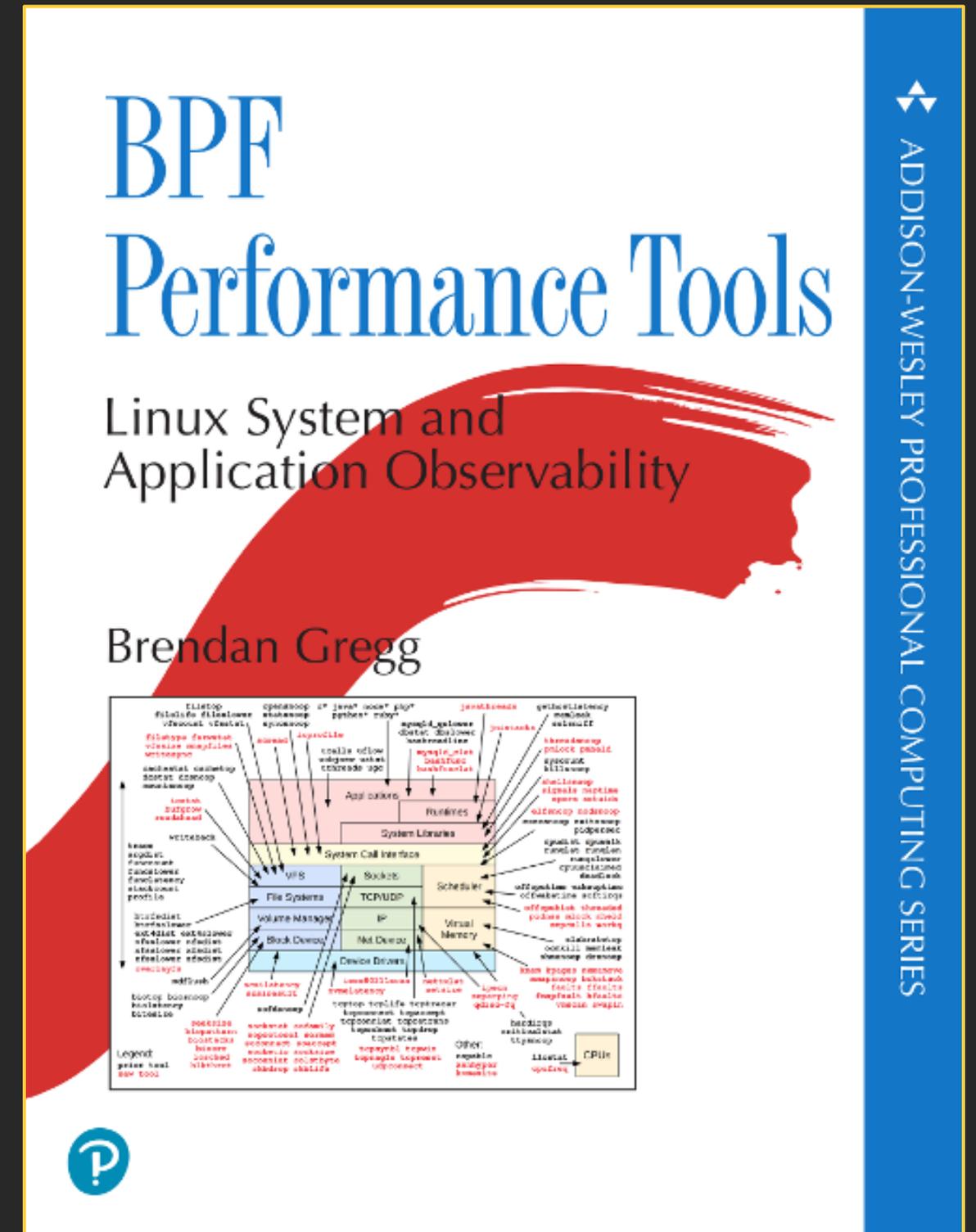
Possibly a great career move

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Tons of work

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Never write a book  
for the money





**Education**

Tutorials

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Workshops

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Classes

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Certifications

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Conferences



**Events**  
meetups, talks,  
and conferences

Are a source of content

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Help with community building

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- Earned speaking slots > paid ones
- Start small/local, work your way up
- If the conference isn't filming your talk, ask if you can
- Have someone live—Tweet your talk
- When devs can't do it all, get evangelists
- Run your own conference?

# Time needed to create different kinds of content



Informal talk (video it) Not counting video edit time	10 minutes–1 hour
One blog post	1–10 hours
Managing a whole blog	Full-time job
Formal presentation	3–10 hours
Published article	3–30 hours
Technical paper	5–50 hours
Book	2,000 hours
Conference	Days to months



**Shortcuts to  
developing content**

Bug database

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Email threads

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IRC/Slack discussions

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Code comments

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**Rule of thumb:** If you have to answer the same question more than 3 times, put the answer somewhere easy to find (FAQ, blog post, Wiki)



**Channels: places  
to put content**

GitHub (repo and pages)

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Other website and/or Wiki

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Blog

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YouTube

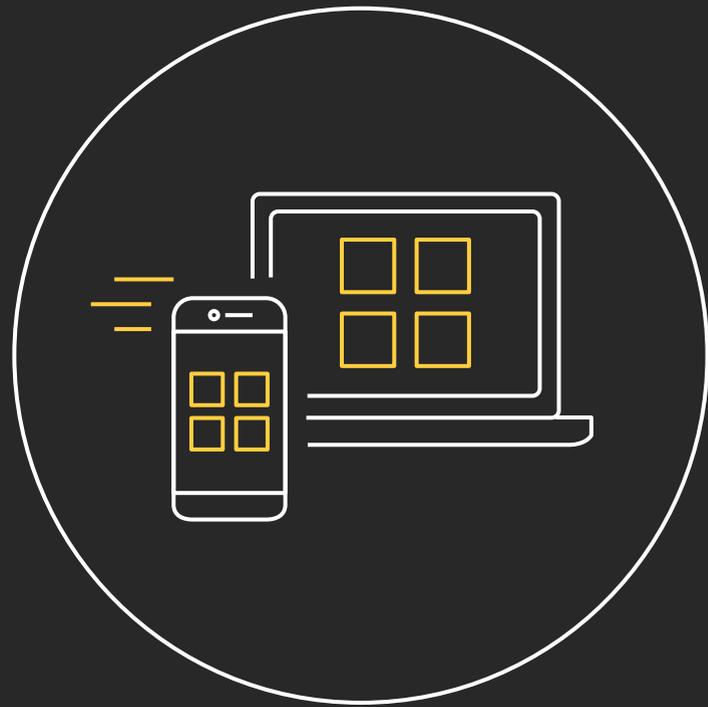
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Events



Search engine  
optimization

Content, content, content  
—and keep it fresh



Discoverability

Use keywords, tags & categories

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GitHub topics

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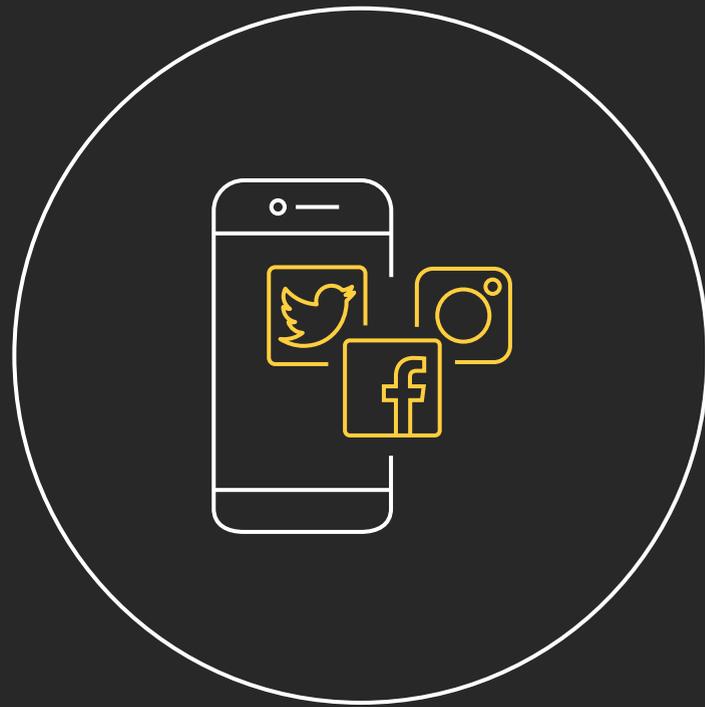
Blog tags and categories

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YouTube tags

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SEO keywords



Social media

Twitter

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LinkedIn

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Facebook?

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Whatever else comes along



Discussion

Mailing lists

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IRC

---

Slack

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Stack Overflow

**This one marketing secret  
will change your life**

**Community is  
important because**

**Everything that touches  
the customer is marketing**

**—Everything**

# Example: The air travel experience





**Community**

Culture

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Code of conduct

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Diversity

- Of the community
  - Of contribution
- 

Code of conduct

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Kindness

# Brilliant jerks



“

Around 50 percent of **respondents** had witnessed bad behavior in open source, and they said that's often enough to keep them away from a particular project or community.

**Wired** on the **GitHub Open Source Survey**

”

**Everything that touches  
the customer is marketing**

**You are already  
doing marketing**

**Are you doing it well?**

# References & further reading

How Does Amazon Stay At Day One?

<https://www.forbes.com/sites/innovatorsdna/2017/08/08/how-does-amazon-stay-at-day-one/>

Marketing Your Open Source Project—OSCON talk <https://youtu.be/CPVJ6AlUx2E>

Diversity in Open Source Is Even Worse Than in Tech Overall:

[wired.com/2017/06/diversity-open-source-even-worse-tech-overall/](http://wired.com/2017/06/diversity-open-source-even-worse-tech-overall/)

GitHub Open Source Survey: <https://opensource-survey.org/2017/>

Kathy Sierra, "Creating Passionate Users" blog [headrush.typepad.com/creating\\_passionate\\_users/](http://headrush.typepad.com/creating_passionate_users/)

Kathy Sierra, Badass: Making Users Awesome [amzn.to/2J7xed3](http://amzn.to/2J7xed3)

"Building compassionate Communities in Tech" by Isaac Z Schlueter @nodeconfeu

<https://youtu.be/PSv7GIX-XQ0>

Sage Sharp—Code of Conduct Enforcement <https://otter.technology/>

<https://devrel.net/community/youve-got-code-conduct-now>

# Thanks to

- Charles Dorner
- Brendan Gregg
- Laura Ramsey
- Participants in the Marketing Open Source discussion session at the Community Leadership Summit who shared many ideas and helped refine mine

# Thank you!

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Please complete the session survey in the mobile app.