## Branding Team

The Branding Team involves market analysis, brand management and providing community tools for a coherent and efficient message.

Marketing, branding, promo strategy, and advocacy.

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### Release responsibilities

1. Update Fact Sheet
2. Update Promo Sheet

### Ongoing responsibilities

- Analytics Team -> Google Analytics and piwik.tiki.org
- Report on recommendations to improve SEO (robots.txt, Canonical), etc.
- Maintain branding.tiki.org
  - Develop short & long listings like this so when we update a listing, we just choose the longest one we can (instead of rewriting a different listing in different places). Here are examples of CMS descriptions on DMOZ. Please see: fact sheet

### Projects

- Participate to Tiki website revamp
- Look into taking advantage of Google Webmaster Tools: https://www.google.com/webmasters/tools/
- Develop elevator 30sec. sales pitches Mastering the 30-Second Pitch
- Help with Video Clips
- Revamp list of Use cases and user types
  - This will be useful for the Configuration Profiles Team as well
- Improve presentation of features (our strength) on info (too many clicks now and not enough graphics)
  - http://dev.tiki.org/Bugs+and+wishlist+stats#By_Tiki_feature

### Promote Tiki as a model and as a solution

- Maintain and promote some important pages for people evaluating Tiki:
  - Presentations
  - What is a Content Management System
  - Why Use Tiki
  - Interaction
  - Features
    +Experimenting with pretty tracker for better display of information:
    http://doc.tiki.org/features#Content_features
    Comments?
  - Model
  - Why Wiki Syntax Is Important, etc
  - Use Cases
  - Wiki Landscape
  - CMS Landscape

- Some objective comparisons with popular alternatives Tiki vs Drupal, Tiki vs Joomla!, etc.
  - What is similar
  - What is different
- Maybe use the comparison widget from WikiMatrix:
- Evaluate Tiki with respect to the various Open source software assessment methodologies

Surveys

- Monitor & react to market analysis such as
  - SMACKDOWN :: Who are the Open Source Content Management System (CMS) market leaders in 2008? which comments on the comprehensive 2008 Open Source CMS Market Share Survey.
  - 2009 Open Source CMS Market Share Report
- http://www.oss-watch.ac.uk/studies/survey2008.pdf & http://www.oss-watch.ac.uk/resources/mediawiki.xml

Profiles

Sites using profiles deploy

- http://profiles.tiki.org/Small_Organization_Web_Presence_about_include
- http://profiles.tiki.org/Small_Organization_Web_Presence_mission_include
- http://profiles.tiki.org/Small_Organization_Web_Presence_products_include
- http://profiles.tiki.org/Small_Organization_Web_Presence_services_include
- http://profiles.tiki.org/Sample_Articles_include
  - Should say "This site started using Tiki and has the following benefits"
- http://profiles.tiki.org/personal_blog_and_profile_bio_include
  - Should be kept in sync with Social Networks.

Ideas

- Catch the Tiki revival wave
- Great marketing examples for something that has lots of features, like us
  - http://zoho.com/
  - http://marketing.openoffice.org/
  - http://cms-software-review.toptenreviews.com/index.html (list of features on the left)

Team Branding

- Aris Bernotas
- Gary Cunningham-Lee

Related links

- http://en.wikipedia.org/wiki/Open_source_advocacy
- https://wiki.mozilla.org/MarketingGuide
- TikiFestMontrealNov2008 Marketing Group
- Download marketing report about Tiki

alias

- Advocacy

- Promo Squad
- PromoSquad
- Marketing Squad
- Marketing Team
- Branding