



OPNFV

Marketing Update

Dec 11th, 2018

Marketing Update

- 2019 Planning
 - Without an OPNFV Board oversight function, the relationship between the OPNFV TSC and OPNFV Marketing Group is critical
 - OPNFV Marketing Working Group, like all LFN Project Marketing Working Groups, will take the lead on for marketing based on the technical direction of the project
 - OPNFV Marketing Group to convene in January to translate the Strategic Plan into a Marketing Plan
 - This includes a new “Positioning and Messaging” exercise to reframe the value proposition of OPNFV to the broader ecosystem
 - Shift toward digital marketing vs. event marketing

Marketing Update

- 2019 Planning
 - New positioning and messaging will be incorporated into all outwardly facing marketing assets
 - Website redesign planned for Q1 with the goal of creating a more streamlined and useful “portal” for the industry
 - Audiences to quickly identify what they are looking for:
 - General Information
 - “Real Life” OPNFV Implementations
 - Developer Resources (How to get involved, tools, downloads page)
 - Remain true to the technology AND explain why this matters
 - Monthly marketing conversations on TSC Calls



Marketing Update

- Reframing the current LFN Marketing plan into concrete strategy, goals, tactics, and metrics
- Content development and prioritization is key
 - Need to identify the major elements of what's missing
 - Need to develop compelling case studies for OPNFV benefits
- January Marketing Call tentatively scheduled for January 17th, 8:00 AM PT
- Monthly meetings thereafter
- Open Question: What's key to marketing in 2019?