

# Mind The Bird!

Firebird 2.5 Launch campaign

**How YOU can  
help Firebird**



# Why Launch Is Important?

- Chance to say **right words about Firebird**
- 2.5 release is 100% natural **news case** for press, blogs, etc – need to use it
- Good time to start **competitive talks**: MySQL, InterBase, MSSQL
- Need to move people from 1.5, 2.0 and 2.1 to the latest version.



RADARSAT-2 launch vehicle (Soyuz) at the launch pad. Credit: Roscosmos

# How to launch

## Create materials:

- Presentations
- Banners
- Email template
- Press-release template

## Recruit partners:

### Ambassadors

- Put materials on site
- Join the social networks

### Influencers

- webinars, local news

### Vendors

- sponsorship

## Events

### Webinars

- Global webinars
- Local webinars

### Contests

- Logo contest
- Article contest
- More to come

## Launch and Post-launch

### -Final Webinar

- Simultaneous press-releases to be launched
- AdWords campaign

# Marketing materials are ready!

Materials	Description
<b>Presentations</b> (ppt/pdf), in English, also available at Slideshare (it's easy to embed)	Short introduction to the important features of Firebird, for general audience, and technical introduction to Firebird (for technical folks)
<b>Banners</b> , English (Flash sources available)	3 banners for enthusiasts and partners who want to support launch and put it on site/blog
<b>Wording</b> , English	Sets of words to describe Firebird, to be used in partners materials
<b>Email template</b> , English	For those who will join MindTheBird and want to announce it to their customers
<b>Press-release template</b> , English	For those who will like to announce that their application is compatible with Firebird 2.5
<i>Translation of English collaterals to German, Spanish, Portuguese, Russian, etc</i>	<i>Need volunteers to translate materials and create localized MindTheBird kits!</i>

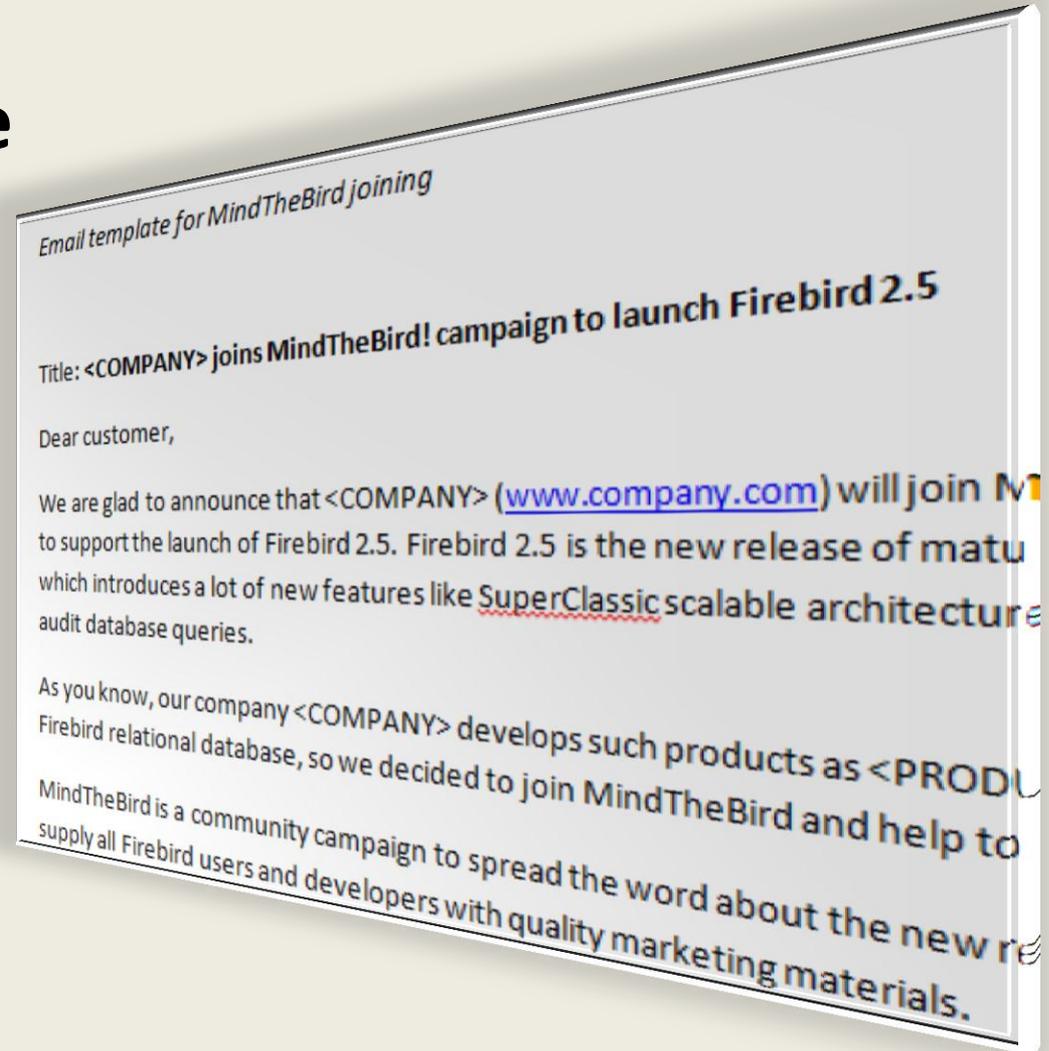
# How to use marketing materials

- **Download** banners, ppts and PR templates
- **Put banner** at site or blog (gif or flash)
- **Put or embed** Firebird presentations into your site
- Use PPTs as template for own presentations



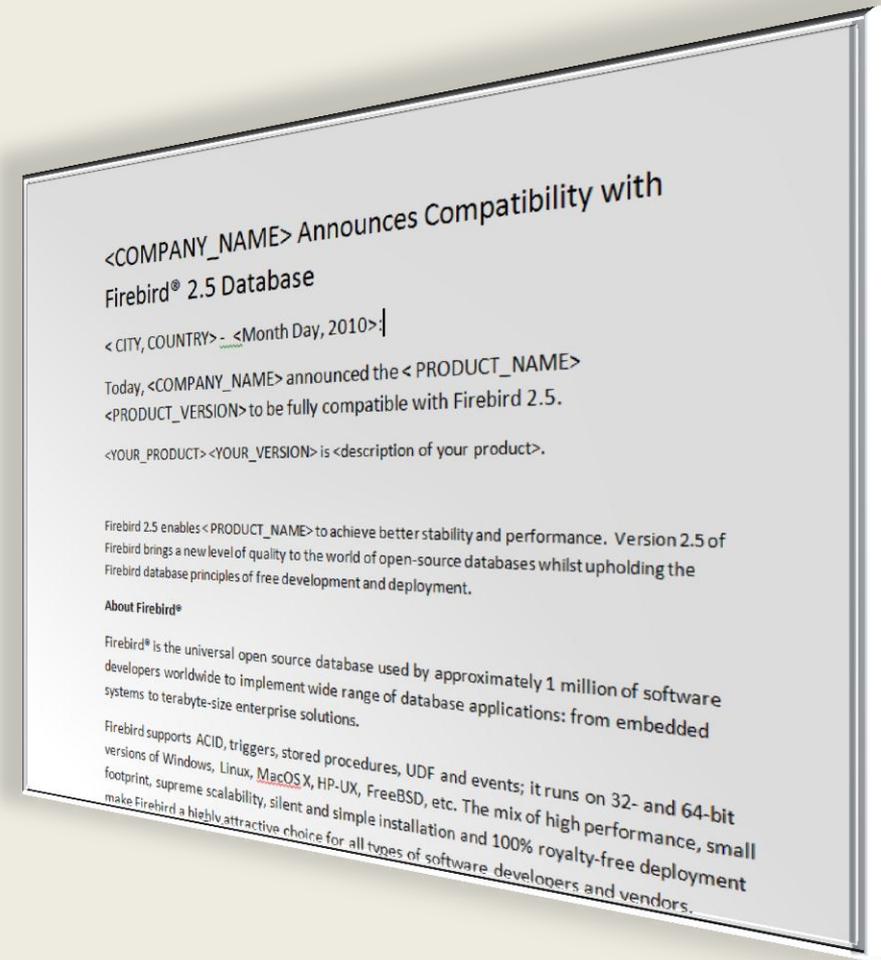
# Joined to MindTheBird? Announce it!

- Use **email template** to announce that your company is joined to MindTheBird
- **Put announce** at site and send to your customers by email



# Support Firebird 2.5? Issue press-release!

- If you are developer of Firebird-based software, issue the press-release announcing your actual or future support of Firebird 2.5
- Send it to your customers (don't be concerned about spam claims – it's 100% correct message)



# Recruit Launching Partners to MTB

## Phase 1. First to be recruited:

- Main web-sites and existing influencers. Personally ask them to join MindTheBird.
- Tools vendors
  - **Be official sponsor of launch and use the chance to launch YOUR product with Firebird 2.5!**

## Phase 2. Broad recruitment:

- ISVs who produce Firebird-based apps – personally ask them to join MindTheBird
- Ask **everyone related with Firebird** to be **ambassador** of Firebird and put banner/presentation to site/blog/twitter/etc

# The key of Firebird 2.5 Launch Success is..



**you.**

**Firebird helps you.  
Help Firebird to launch.**

# How **you** can help Firebird 2.5 to launch?

- Download Firebird marketing materials from [www.mindthebird.com](http://www.mindthebird.com) and put on site
  - Put banners and put/embed presentations on your site and blog
  - Send out email and then press release regarding Firebird 2.5 and your application
- Join MindTheBird social networks hubs:
  - MindTheBird! LinkedIn - [join now](#)
  - MindTheBird! Google Group – [join now](#)
  - Twitter <http://twitter.com/mindthefirebird>
- Encourage your colleagues, friends and social contacts to join MindTheBird too

# Gives for launching partners

- For All – set of marketing materials under free license (use them as template for own materials)
- For ambassadors (broad volunteers) and Firebird ISVs
  - Listing at launch site [www.mindthebird.com](http://www.mindthebird.com)
  - Contest and lotteries with valuable prizes (licenses from sponsors)
- For official sponsors of launch (tools vendors)
  - All Above
  - + visibility at launch site (banners/article)
  - + presentation during Launch webinars
  - + Big Thank You from All Firebird users

# Events

- Global Webinars (in English)
  - WHO: Core developers and Influencers, tool vendors
  - HOW: Contact [admin@mindthebird.com](mailto:admin@mindthebird.com) to schedule and advertise at [www.mindthebird.com](http://www.mindthebird.com)
- Local webinars
  - WHO: Anyone who is recognized as Firebird influencer
  - HOW: Contact [admin@mindthebird.com](mailto:admin@mindthebird.com) to schedule and advertise
- Webinars are free for all
  - IBSurgeon sponsors webinars fees.
  - Webinars will be recorded and published

# Launch and post-launch

1. Context advertising
  - Massive context Google ad campaign during 1 week before launch
  - Target to attract MySQL, MSSQL, InterBase, Oracle developers
  - Initially sponsored by IBSurgeon, other sponsors are very welcome
2. Launch webinar (up to 1250 people in LiveMeeting)
3. Continue marketing efforts: more presentations, localization of existing materials

# Goals

- Short term goals
  - 30 launch partners
  - 500 volunteers (ISVs, enthusiasts, etc) to post MindTheBird materials/banners at their sites
  - 100000 downloads of collaterals kit
  - 100 articles regarding Firebird around the globe
- Long term goal
  - **Make the word to mind the Firebird!**

# Firebird Launch: next steps

Visit Firebird 2.5 Launch site [www.MindTheBird.com](http://www.MindTheBird.com)

1. Download Firebird presentations and banners
2. Join MindTheBird! and help Firebird 2.5 to start
  - <http://twitter.com/mindthefirebird>
  - <http://groups.google.ru/group/mindthebird>
  - [LinkedIn MindTheBird](#)
- 3. Put Firebird banners and presentations on your site/blog**

*Feel free to use any part of this presentation as a template for your own Firebird-related presentations.*

# Join Launching partners team now!



Contact [admin@mindthebird.com](mailto:admin@mindthebird.com) with any questions