

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
Presentations (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)
Banners , English (Flash sources available)	3 banners for enthusiasts and partners who want to support launch and put it on site/blog
Wording , English	Sets of words to describe Firebird, to be used in partners materials
Email template , English	For those who will join MindTheBird and want to announce it to their customers
Press-release template , 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>

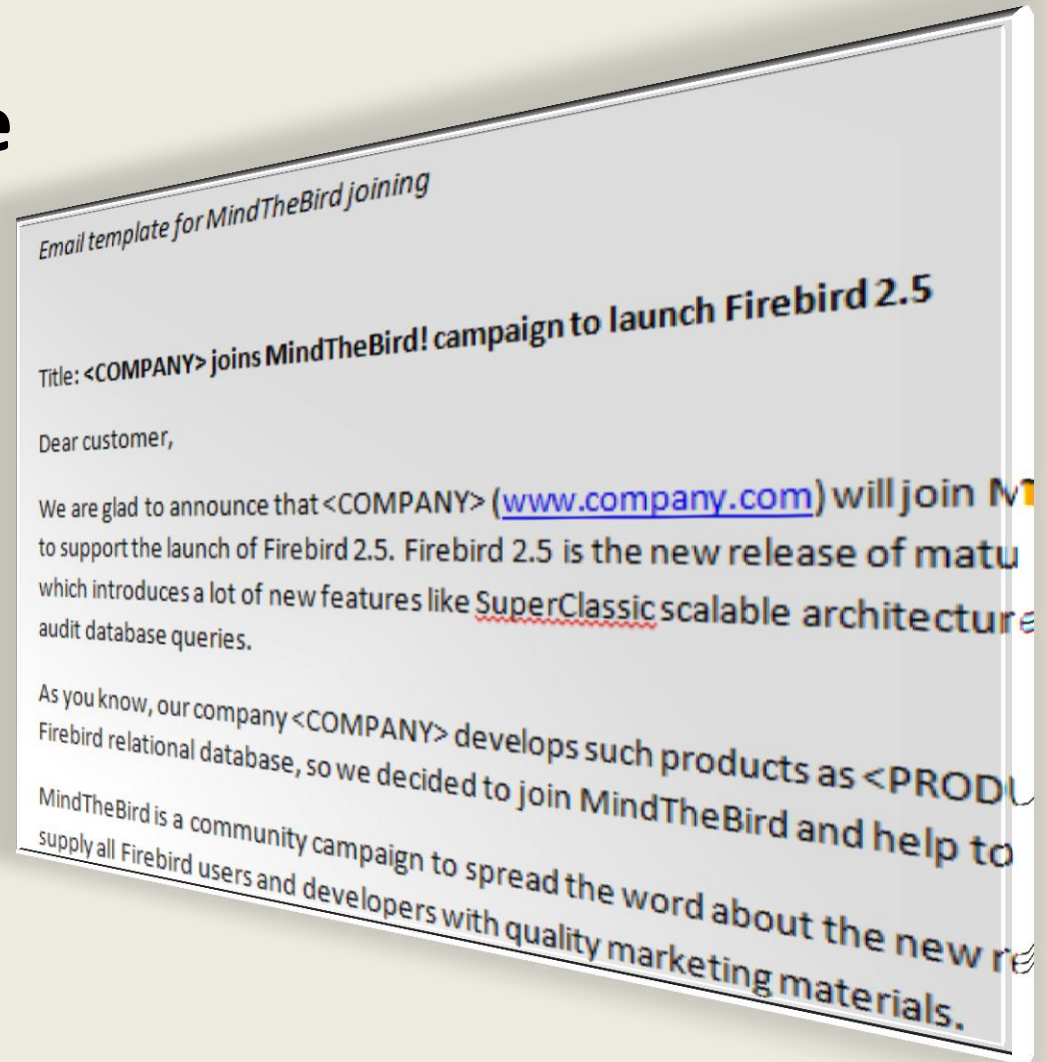
How to use marketing materials

- [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



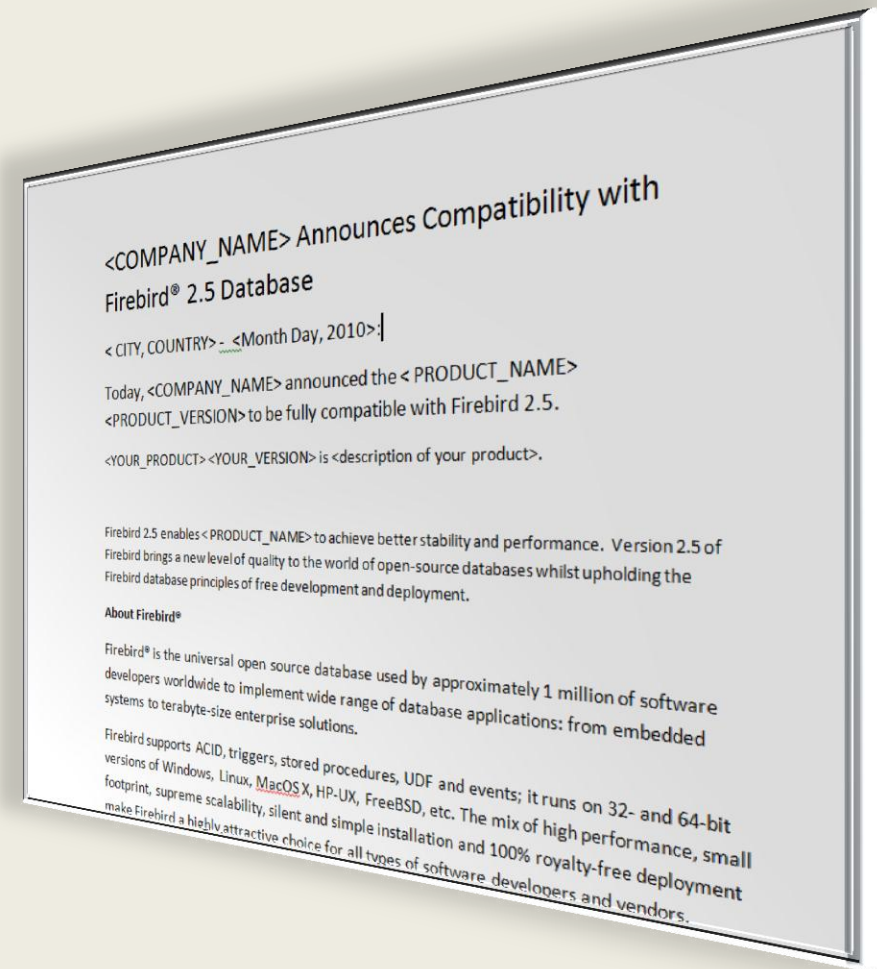
Joined to MindTheBird? Announce it!

- 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 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
 - 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 to schedule and advertise at www.mindthebird.com
- Local webinars
 - WHO: Anyone who is recognized as Firebird influencer
 - HOW: Contact 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

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 with any questions