



Anatomy of a Marketing Launch

Results from the Europa Launch

Ian Skerrett
Eclipse Foundation

Purpose of the presentation



- Share the experiences we had during the launch of Europa.
- Share our results
- Learn from your experiences

Agenda



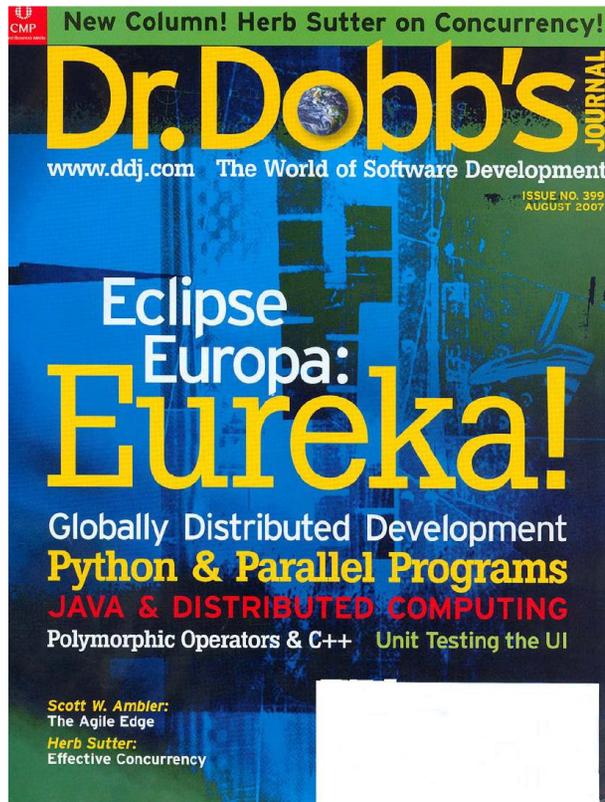
- Press and Analyst Outreach
- Community Outreach
- Results and Summary

US Press Outreach



- Target Press Coverage (14)
 - Stephen Shankland, Cnet
 - Stacey Cowlet, CRN
 - Darryl Taft, eWeek
 - Paul Krill, InforWorld
 - Heather Havenstein, ComputerWorld
 - Sean Micheal-Kerner, Internet News
 - John Waters, AD Trends
 - Alex Handy, SD Times
 - Jon Erikson, DDJ
 - Gavin Clarke, Register
 - SearchWebServices
 - IT Business Edge
 - Dana Blankenhorn, ZD Net
 - Ed Burnette, ZD Net
- Target Press No Coverage
 - Matt Asay, C/NET blogger ***
 - Steve Hamm, Business Week
 - Peter Varhol, FTP Online
 - David Berlind, ZDNet blogger
 - Charlie Babcock, Information Week
 - The New York Times
 - The Associated Press

Nice Coverage



German Coverage



- Eclipse Magazin und Entwickler Magazin: (<http://eclipse-magazin.de/>)
- Heise: (<http://www.heise.de/>)
- Computer Zeitung: (<http://computerzeitung.de/>)
- Golem: (<http://www.golem.de/>)
- Inside-IT Schweiz:
- Eclipse: Neuer "Rekord-Release" (<http://www.inside-it.ch/>)
- IT Administrator Magazin: (<http://www.it-administrator.de/>)
- ZDNet Deutschland: <http://www.zdnet.de/>
- Silicon (<http://www.silicon.de>)

Analyst Outreach



- Target (Coverage)
 - Micheal Cote, Stephen O'Grady, Redmonk
 - Alex Fletcher

- Target (No Coverage)
 - Jeffery Hammond, Forrester
 - Dana Gardner

- Additional Coverage
 - Joe Niski, Burton Group

Developer Portals



- EclipseZone
- InfoQ
- TheServerSide

Community Outreach



- Create technical content about projects that can be re-used.
- Use multiple channels to spread the word into new communities
- Use different formats
 - Podcasts, Videos, Webinars, Blogs, etc

EclipseZone Podcast Series



- 6 podcasts with different project leaders.
- Content and access to EclipseZone and Javalobby network.

Podcast	Hits
Corona	5634
ECF	3999
STP	4351
DSDP	4769
DLTK	3657
Mylyn	2154



BZ Media Webinar



- Target key technology that has broad appeal
 - Eclipse 3.3 and Mylyn
- Bring new people into the Eclipse community
- Results
 - 900+ registrants
 - 240+ attendees

Web Seminars - Mozilla Firefox
http://bzmedia.com/webseminar/

Attend the Software Test & Performance Conference Fall
October 2-4 • Boston, MA
Testing Secrets REVEALED! register at www.stpcon.com

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Software Test & Performance

Wednesday July 11
9:00am Pacific
12:00pm Eastern

Eclipse 3.3 and Mylyn 2.0: Taking the Java IDE to the Next Level

The Eclipse IDE just keeps getting better and better. Now the recent Eclipse 3.3 release and Mylyn 2.0 (formerly Mylar) have taken the Java IDE to the next level. Numerous enhancements in the Eclipse Platform 3.3 have made it easier to write Java code and to build Eclipse plug-ins that provide an integrated user experience.

In this SD Times Web Seminar, Mik Kersten will demonstrate how the combination of the Eclipse Java Development Tools and Mylyn's Task-Focused UI make it dramatically easier to build and maintain large systems. Mik will also discuss how these facilities are being extended to provide the same benefits when working with other kinds of programming languages, such as Ruby and other frameworks, such as Spring.

Mylyn is a Task-Focused UI for Eclipse that makes working with very large workspaces as easy as working with small ones. It makes tasks a first class part of Eclipse, and integrates task repositories such as Bugzilla, Trac and JIRA.

WEB SEMINARS AVAILABLE IN OUR ARCHIVE:

[Identify and Mitigate Software Risks Through Testing](#)
Sponsored by ST&P

[Model-Driven Development for SOA: Future Proofing Loosely-Coupled Applications](#)
Sponsored by Telelogic

[Communicate the Value of Testing!](#)
Sponsored by Empirix

Eclipse Live Webinars – Europa Projects



Project	Registered	Attended	Views on Eclipse Live
Intro to Web Services with WTP	112	82	600
Test First Developer with Eclipse	151	91	854
Eclipse Modeling – What is New in Europa	169	121	1443
CDT 4.0 – Reaching for Uberness	131	111	473
ECF Project: Building Communications into Tools and Applications	80	45	170
The Platform Guru's Present What's New in 3.3	130	94	479

Redmonk Video Demos



- Create a new concept of having someone interview a project leader while they give a demo.
- Sponsored 5 demos with Redmonk.

Project	Eclipse Live Views	Redmonk Views
EMF	1116	14,916
DTP	246	25,566
BIRT	429	1,742
Equinox	416	24,017
Mylyn	606	2,284

EPIC Europa Podcast



- Podcast interviews with Eclipse Member companies on how they plan to use Europa.
- Provide content for EPIC and highlight member companies.

Member	Eclipse Live Views
Genuitec	71
OpenMake	54
Remain	19
Innoopract	25
BEA	46
Codegear	41
RedHat	63
Iona	29

Europa Reviews- Write a Review, Win a Shirt Contest



- Encourage individuals to blog about Europa.
- Offer free shirts to all participants and offer a grand prize of EclipseCon or ESE pass.
- Encourage cross posting on DZone
- Results
 - 59 blog posts
 - Global response: English, German, Italian, Chinese, Swedish, French, Portuguese,



Measuring Success



- Very difficult to measure ☹️
- Blog searches
- Google
- Downloads

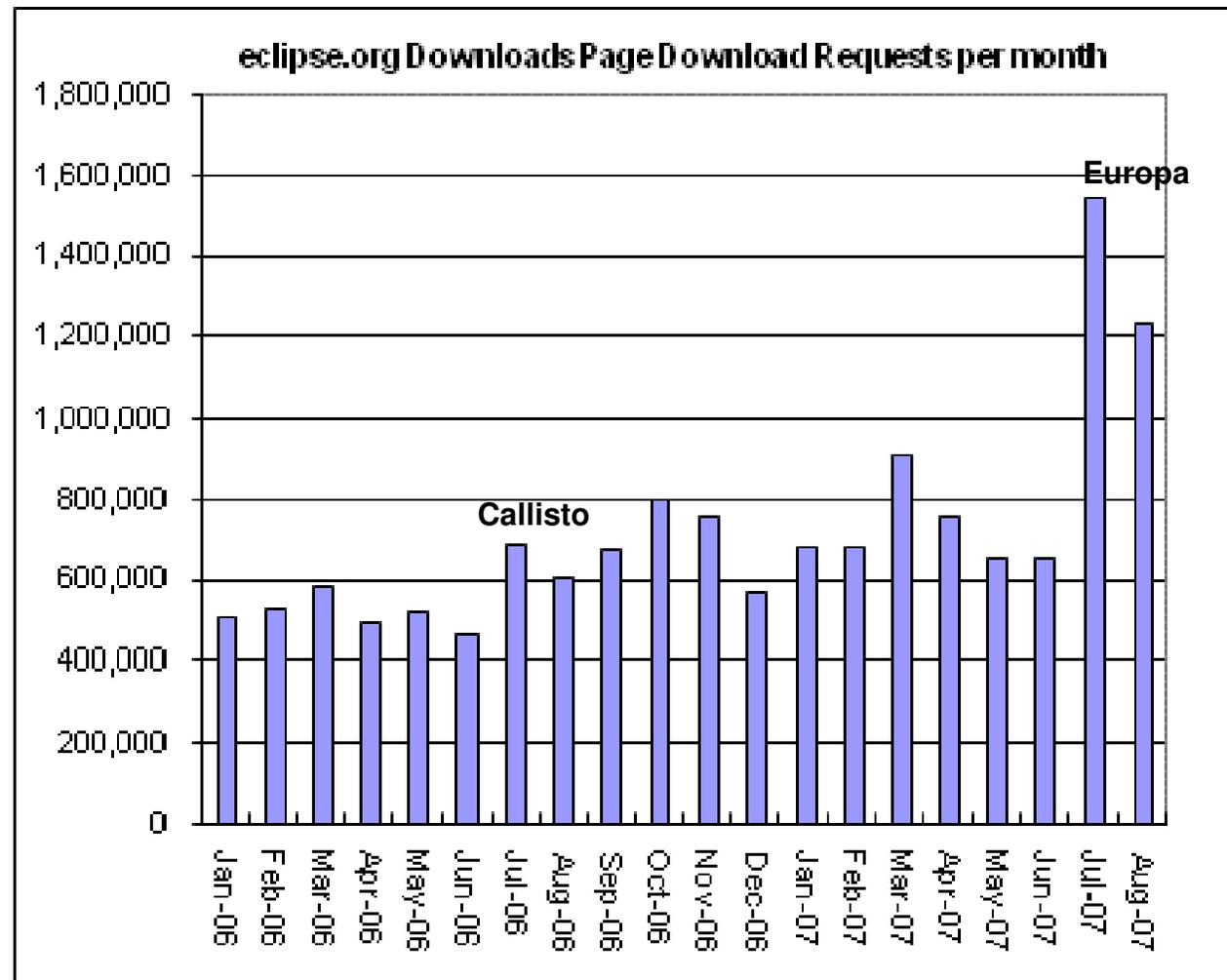
Results – Blog Searches and Google



	Technorati	Google Blog
29-Jun	1916	10,540
9-Jul	2,296	11,730
16-Jul	2472	9738
14-Sep	2890	15,240

	Google (eclipse europa)
26-Jun	1,310,000
29-Jun	1,800,000
14-Sep	2,460,000

Results - Downloads



Summary



- Getting the community to write reviews was probably the most successful and cost efficient
- Videos and webinars becoming more popular
- Of course topic and speaker can drive a lot of interest