



Marketing Tactics that Generate Eclipse Leads

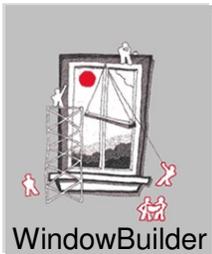
Mike Taylor
Instantiations, Inc.

September 23, 2005

The Universe



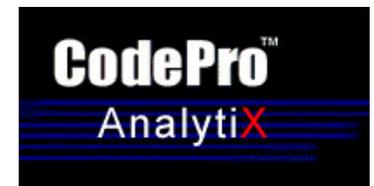
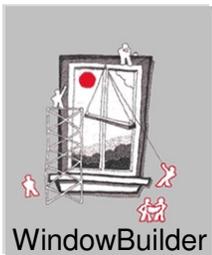
- Strong internet presence/website
- Magazine ads in technical industry publications
- On-line e-zine ads/Industry email newsletters
- Blogs/ Active industry newsgroup participation
- Google ad placements
- Eclipse Plug-in Central (EPIC) and other developer portals
- Search engine optimization
- Eclipse community involvement
- Company newsletter & direct email
- Targeted industry tradeshow/conferences
- Speaking engagements at key technical conferences
- Technical articles in key publications
- Author technical articles and books
- Community building & word-of-mouth reference
- Work with WebSphere/Rational Users Groups



The Top Three



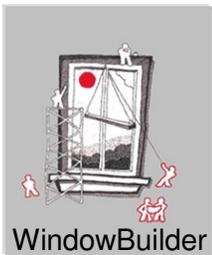
- Search Engine and Portal Sponsor Links
- Key Web Sites and Portals
- Targeted Tradeshows, Conferences and Publications



Search Engine and Portal Sponsor Links



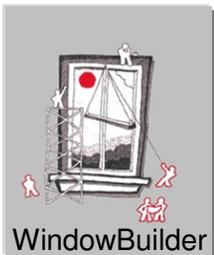
- Optimizing Google search results
- Google AdWords
 - <https://adwords.google.com>
- The Server Side sponsored text links
 - <http://www.theserverside.com>
- Eclipse Plugin Central (EPiC) plugin listing
 - <http://eclipseplugincentral.com/>
- Eclipse Plugins portal sponsor banner
 - <http://www.eclipse-plugins.info>
- EclipseZone spotlight features
 - <http://www.eclipsezone.com/>



Key Web Sites and Portals



- Eclipse.org
- Instantiations.com
- IBM.com
- EclipsePluginCentral.com
- Eclipse-Plugins.info
- RationalCentral.com/WebSphereCentral.com



Targeted Tradeshows, Conferences and Publications

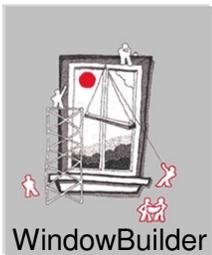


■ Tradeshows & Conferences

- EclipseCon
- EclipseWorld
- Rational Software Development Conference
- O'Reilly Open Source Conference

■ Publications

- SD Times (and other Eclipse Supplements)
- WebSphere Journal
- ACM Queue



Pro

Eclipse Foundation, Inc.

