Marketing Tactics that Generate Eclipse Leads

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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 tradeshows/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