Firefox 3.5: Inside community marketing

Overall Goals

- Develop community marketing leaders
- Create more meaningful ways for community to contribute
- Create hands on marketing learning opportunities
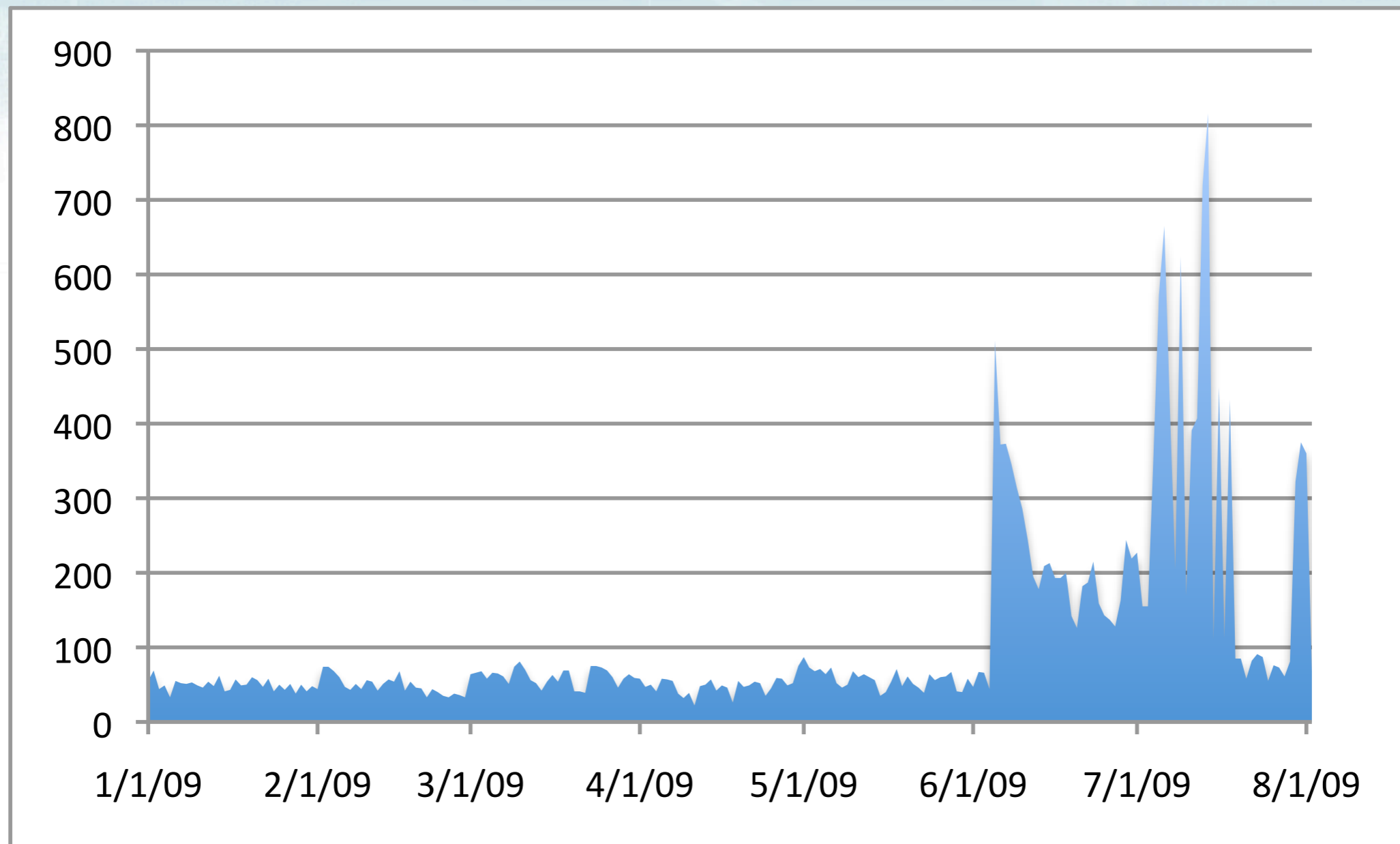- Increase our reach

Growing our community for the Launch

- 130+ members on FxLaunchTeam

- 300 new Reps leading up to Launch

- 17,000 new users on Spread Firefox

- New faces: Bangladesh, Indonesia, Sri Lanka, Zimbabwe, Macedonia & more

2008: 15 active community marketeers

Rapid SFx Growth in June, July

Empowering our community

- Introduced bi-weekly community calls

- Revived marketing mailing list

- Workshop video series provided knowledge and skills to community

- Videos led to real results:

  - Shiretoko Shock

  - Vineel Reddy's 3.5 video

  - MozCamp Mumbai

Launch Highlights

- Heavily leveraged social media
  - pwn'd twitter
- More in-depth contribution from community marketing team
- Greater geographic representation

By the numbers...

Grassroots campaign: Shiretoko Shock

- Campaign idea by a Campus Rep
- Created a viral way to participate in release day
- Helped "Firefox" and "#fx35" make trending topics

Grassroots campaign: Shiretoko Shock

- Initial outreach to 600 = 24,000 visitors

  - 40 x viral

- Referrals from Facebook and Twitter were equal

  - Win for Twitter (community) since Facebook (community) has 500k fans

Affiliates

- Very strong growth

- 22,000 new affiliates in past 4 months (350% growth)

- 35% increase in downloads since April (45k / day)

- Upgrade the Web is gaining traction (8%)
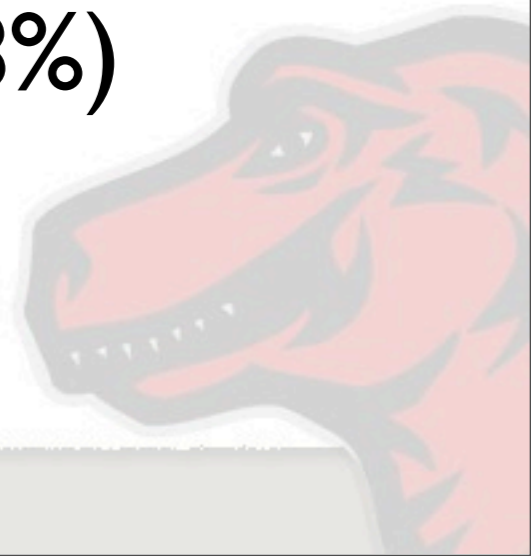
Videos

Fastest Firefox

- 1,000,000+ page views
  - ~850,000 for en-US, ~170,000 for locales
  - 240+ community-created videos
- Similar community campaign - Operation Firefox
  - ~1,090,000 page views in the first month
  - 3,200 submissions - lower time requirement

Video Channels

YouTube

- 600+ subscribers
- 4,000+ channel views
  (firefoxchannel & mozillatv)
- Video views:
  - Firefox 3.5 - 173,410+
  - Fastest Firefox - 45,000+

DailyMotion

- Video views:
  - Fastest Firefox - 45,000+

Takeaways

- We have a ways to go to catch up to competitors like Chrome, but we have a good start for a new channel

- Important to have **all** of our videos on YouTube & DailyMotion, since these channels pick up significant traffic

- DailyMotion's importance

  - Fastest Firefox videos received more views here than on YouTube

- Suggestion - video annotations!

Also of note...

mozilla.com videos

- 20% open rate of the "Thank You" video on the first run page

- 171,000 views of "What's New in 3.5" video pages in first 2 1/2 weeks

- 10,700 views of "Why We're Excited" page in first 10 days

- 153,000 views of the video page in first 10 days

Takeaways

- Videos on our first run page are effective

- High interest in "First run page"

- Look for more ways to engage users in this page - add-ons, social media

Social Media

Facebook

- Fan page
  - Total fans - 507,500+ (~147,000 increase since April) - #7 in Technology Product/Service
  - Hard to compare to competition - not everyone is actively promoting on Facebook
- Launch-related posts
  - 27,765+ total "Likes" - high engagement from the community
- Click-throughs to Mozilla sites
  - 5,500+ from fan page/custom tab

Page Promotions

- "First Run" & "What's New" + social media
  - 50,900+ clicks to Facebook fan page [Keko]
  - 28,400+ clicks to Twitter page [Keko]
- Twitter @Firefox page
  - Total followers - 35,259 (Increase of ~20,000 since April)
  - Trailing other competitors in this area

Takeaways

- Involve the Facebook community! Pleased with the growth over time in community participation in social media

- Post frequency ~1/week - solid level

- Include "engaging" posts where community members can get involved quickly and easily

- News feed

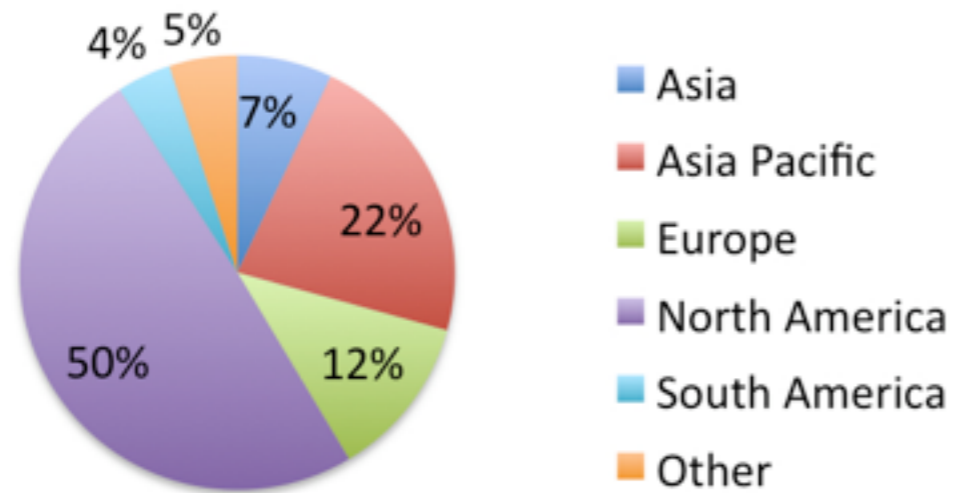 - Think about post time - are all communities awake?

Events

- 409+ total swag pack requests
  - ~100 parties through July, ~45 still to come through September
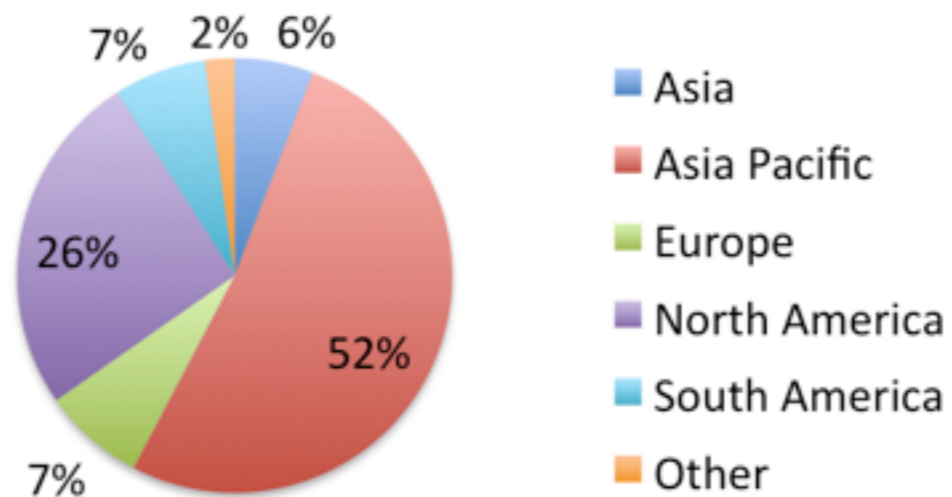- Campus Reps account for ~37% of swag pack requests

2008 vs. 2009

2008: Most parties in North America

4% 5%
7%
22%
50%
12%

- Asia
- Asia Pacific
- Europe
- North America
- South America
- Other

2009: Most parties in Asia Pacific

7% 2% 6%
26%
52%
7%

- Asia
- Asia Pacific
- Europe
- North America
- South America
- Other

PR

- PR alias: 14 community alias members (3 prior to launch)

- Community coverage submissions (since 3.5 launch)
  - Tweets: 57
  - Blogs: 42
  - Online news articles: 42

MozCamp Mumbai

I week, 50 people!

Aamod Nerurkar, co-organizer, presents on marketing Mozilla

mozhunt

Collaboration with FuzzyFox

Video: http://pad.ma/Vsmpvstz/info

Vineel's Video!

A Social Media Sampling...

Mozilla's really gearing up for the launch of Firefox 3.5 tomorrow. I can't wait to download it! :)

12:59 PM Jun 29th from TweetDeck

MightyJordan
Jordan Hicks

Abhinav Kishore http://www.firefox.com – Rediscover the web with Fastest Firefox 3.5 !

All n Sundry !: Firefox 3.5 – The Web Has Been Upgraded !
Source: all-n-sundry.blogspot.com
Yes.. it's true. We're not talking about a browser upgrade or a new release here. We're talking of an upgraded web experience! Ladies and gentlemen, pros and amateurs, believers and disbelievers.. behold the new age browser in it's Fastest avatar ever – Firefox 3.5 ! ...

June 30 at 10:48am · Comment · Like · Share

Nicolas Salles (nicolassalles) 's status on Tuesday, 30-Jun-09 13:31:26 UTC

nicolassalles La nouvelle version de Firefox est sortie :
http://ur1.ca/6ilt ou http://ur1.ca/6ilu
#shiretoko #shock #firefox #fx3.5
#mozilla

Firefox 3.5 is coming today, the fastest Firefox ever! / Hoy llega Firefox 3.5, más rápido que nunca!! Unete a la fiesta.
#Fx3.5

2:54 AM Jun 30th from web

sanrau
Angel Sánchez

1581 diggs

👍 digg

Firefox

Firefox 3.5: Still The Browser To Beat
pcmag.com — Firefox 3.5, the latest update of the premier open-source bro support.

✉ 📘 🐦   ✖ Bury   Who dugg this?   Made popular **Jun 30, 2009**
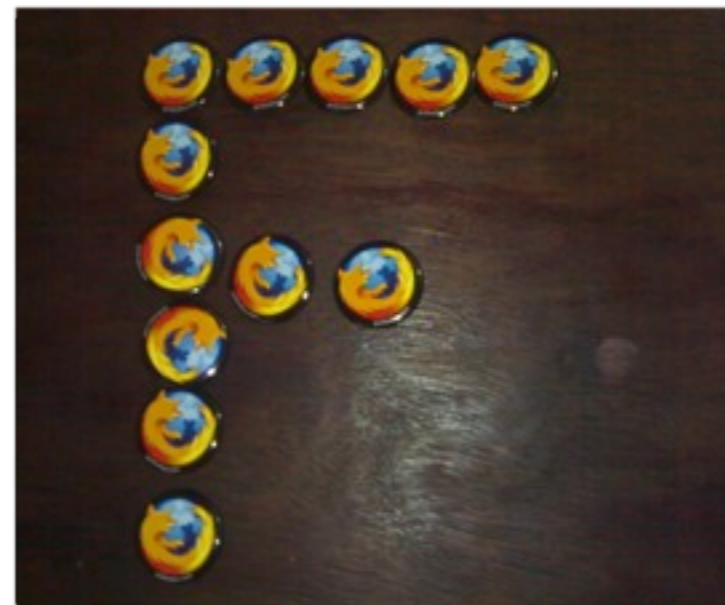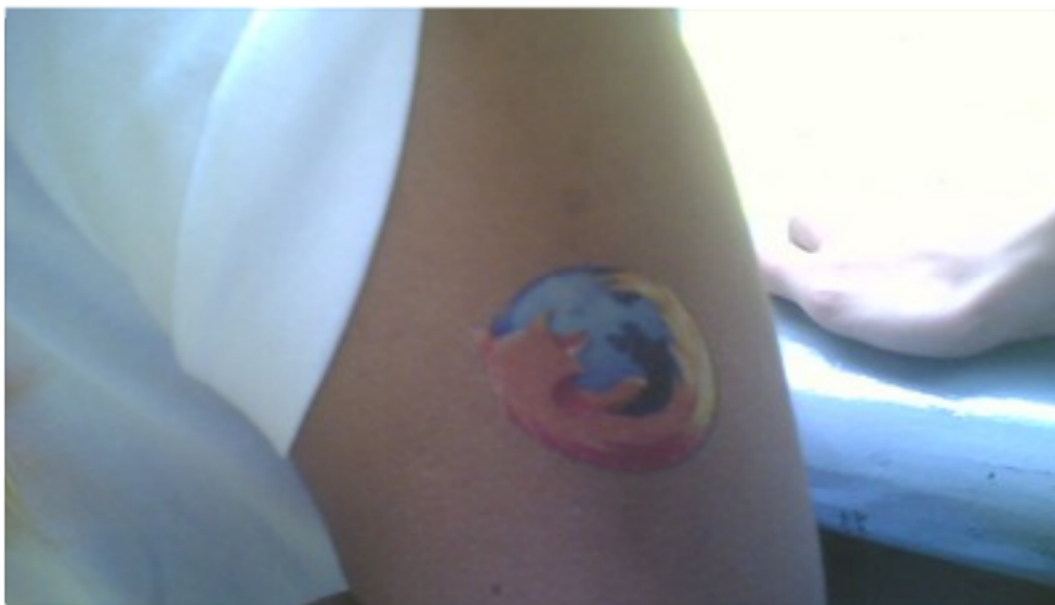
Parties!

Quezon City, Philippines

- **Coordinator:** Daren Paul Antonio

- **Location:** Quezon City, Philippines

- **Additional Comments:** Party happened on 7/17. Had a small open forum comparing the Firefox experience with other browsers.

Milan, Italy

- **Coordinator:** Guiliano Masseroni

- **Location:** Milan, Italy

- **Links:** Milan Firefox 3.5 Flickr Photo Set

- **Additional Comments:** Party held in Milan on 7/11. Around 150 people came to the party and it was extremely successful.

Hyderabad, India

- **Coordinator:** Veera Venkata Chowdary Veerapaneni

- **Location:** Hyderabad, India

- **Links:** Picassa Firefox 3.5 Party Hyderabad Photos/, Spreadfirefox Planning Page

- **Additional Comments:** Over 22 people attended.

Hyderabad, India

- **Coordinator:** Vineel Reddy

- **Location:** Hyderabad, India

- **Links (7/11):** Kbstar's Picassa Photo Gallery, Dattadeva's Picassa Photo Gallery, SpreadFirefox Event Details, Hindu National Newspaper, Vidyouth Weekly magazine

- **Links (7/19):** SpreadFirefox Event Details, Vineell's Picassa Photo Gallery

- **Additional Comments:** 3.5 mega launch was celebrated on 7/11 and one more on 7/19.

Mozilla Firefox 3.5 launch cele

Staff Reporter

HYDERABAD: Technology should also be within the reach of everybody. At a time when technology has become all pervasive and people are increasingly dependent on it, transparency in software code is the need of the hour.

"One needs to know what is going on in your mobile phone or computer," opined D. Bhuvan Krishna, co-convener of Swecha project.

Open Source Software (OSS) whose code is available for anyone and everyone to modify fills this gap, felt speakers at an event organised to spread the word of free and open source software (OSS) and celebrate the launch of latest web browser from the Mozilla Foundation's stable, Mozilla Firefox 3.5. "OSS is revolutionary as it is for the people and by the people," said D. Sudhakar of Peace and Solidarity Organi-

sation. "Nobody should monopolise anything," he said.

Mozilla enthusiasts celebrated the launch of Firefox 3.5, developed "100 per cent organically" thanks to Mozilla Foundation and its worldwide network of open source code enthusiasts, by cutting a cake resembling the browser's logo in the city on Saturday. With speed twice its predecessor version, the offering comes loaded with features such as private

Budapest, Hungary

- **Coordinator:** Kálmán "KAMI" Szalai

- **Location:** Budapest, Hungary

- **Links:** Firefox 3.5 Release Party in Budapest, Hungary Blog Post

- **Additional Comments:**

So what?

- Relatively low upfront investment
- Deeper engagement & contribution - felt more meaningful
- Low entry barrier with social media
- More self-initiated activities
- Consider orchestrated campaign for bigger bang next year

Feedback?