

# Branding Team

The [Branding Team](#) involves market analysis, brand management and providing community tools for a coherent and efficient message.

Marketing, branding, promo strategy, and advocacy.

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## Release responsibilities

1. Update [Fact Sheet](#)
2. Update [Promo Sheet](#)

## Ongoing responsibilities

- [Analytics Team](#) -> Google Analytics and [piwik.tiki.org](#)
- Report on recommendations to improve [SEO](#) (robots.txt, [Canonical](#)), etc.
- Maintain [branding.tiki.org](#)
  - Develop short & long listings like [this](#) so when we update a listing, we just choose the longest one we can (instead of rewriting a different listing in different places). Here are [examples of CMS descriptions on DMOZ](#). Please see: [fact sheet](#)

## Projects

- Participate to [Tiki website revamp](#)
- Look into taking advantage of Google Webmaster Tools: <https://www.google.com/webmasters/tools/>
- Develop elevator 30sec. sales pitches [Mastering the 30-Second Pitch](#)
- Help with [Video Clips](#)
- Revamp list of [Use cases](#) and user types
  - This will be useful for the [Configuration Profiles Team](#) as well
- Improve presentation of features (our strength) on info (too many clicks now and not enough graphics)
  - [http://dev.tiki.org/Bugs+and+wishlist+stats#By\\_Tiki\\_feature](http://dev.tiki.org/Bugs+and+wishlist+stats#By_Tiki_feature)

# Promote Tiki as a model and as a solution

- Maintain and promote some important pages for people evaluating Tiki:
  - [Presentations](#)
  - [What is a Content Management System](#)
  - [Why Use Tiki](#)
  - [Interaction](#)
  - [Features](#)
    - +Experimenting with pretty tracker for better display of information:  
[http://doc.tiki.org/features#Content\\_features](http://doc.tiki.org/features#Content_features)
  - [Comments?](#)
  - [Model](#)
  - [Why Wiki Syntax Is Important](#), etc
  - [Use Cases](#)
  - [Wiki Landscape](#)
  - [CMS Landscape](#)
- Some objective comparisons with popular alternatives [Tiki vs Drupal](#), [Tiki vs Joomla!](#), etc.
  - What is similar
  - What is different
- Maybe use the comparison widget from WikiMatrix:  

- Evaluate Tiki with respect to the various [Open source software assessment methodologies](#)

## Surveys

- Monitor & react to market analysis such as
  - [SMACKDOWN :: Who are the Open Source Content Management System \(CMS\) market leaders in 2008?](#) which comments on the comprehensive [2008 Open Source CMS Market Share Survey](#).
  - [2009 Open Source CMS Market Share Report](#)
- <http://www.oss-watch.ac.uk/studies/survey2008.pdf> &  
<http://www.oss-watch.ac.uk/resources/mediawiki.xml>

## Profiles

Sites using profiles deploy

- [http://profiles.tiki.org/Small\\_Organization\\_Web\\_Presence\\_about\\_include](http://profiles.tiki.org/Small_Organization_Web_Presence_about_include)
- [http://profiles.tiki.org/Small\\_Organization\\_Web\\_Presence\\_mission\\_include](http://profiles.tiki.org/Small_Organization_Web_Presence_mission_include)
- [http://profiles.tiki.org/Small\\_Organization\\_Web\\_Presence\\_products\\_include](http://profiles.tiki.org/Small_Organization_Web_Presence_products_include)
- [http://profiles.tiki.org/Small\\_Organization\\_Web\\_Presence\\_services\\_include](http://profiles.tiki.org/Small_Organization_Web_Presence_services_include)
- [http://profiles.tiki.org/Sample\\_Articles\\_include](http://profiles.tiki.org/Sample_Articles_include)
  - Should say "This site started using Tiki and has the following benefits"
- [http://profiles.tiki.org/personal\\_blog\\_and\\_profile\\_bio\\_include](http://profiles.tiki.org/personal_blog_and_profile_bio_include)
  - Should be kept in sync with [Networks](#).

# Ideas

- Catch the [Tiki revival wave](#)
- Great marketing examples for something that has lots of features, like us
  - <http://zoho.com/>
  - <http://marketing.openoffice.org/>
  - <http://cms-software-review.toptenreviews.com/index.html> (list of features on the left)

## Team Branding

- [Gary Cunningham-Lee](#)

## Related links

- [http://en.wikipedia.org/wiki/Open\\_source\\_advocacy](http://en.wikipedia.org/wiki/Open_source_advocacy)
- <https://wiki.mozilla.org/MarketingGuide>
- [TikiFestMontrealNov2008 Marketing Group](#)
- [Download marketing report about Tiki](#)

### alias

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- [Advocacy](#)
- [Promo Squad](#)
- [PromoSquad](#)
- [Marketing Squad](#)
- [Marketing Team](#)
- [Branding](#)