

Marketing Smalltalk – Business and Community Marketing

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Initial Comments



- ◆ **Is Marketing really a field of interest for this audience?
Technical people are said to be very critical against marketing and advertising messages.**
- ◆ **I am not a ,Smalltalker‘ and have never produced a single line of code in Smalltalk.**

What Do You Think?



„IT staffers are easy, as long as your product is really great. FLUFF won't work, in fact they'll hate you for it, and they never forget.

Think religion, think crusades, swords and sorcerers. These people love and hate.“

Quotation: Bill Babcock: „How to market to IT staffers“, CEO Babcock & Jenkins

What This Talk is NOT About



- ◆ **An academic talk on Marketing and Communications**
- ◆ **A presentation on how Cincom (or other commercial ST providers) market (Cincom) Smalltalk**
- ◆ **A summary or review of Smalltalk's past**
- ◆ **An analysis what could/should have been done differently by whom when in the Smalltalk history**

What This Talk IS About

- ◆ Some observations from a Smalltalk enthusiast but ,outsider‘
- ◆ A reflection on characteristics of Smalltalk marketing as a combination of
 - ◆ Business Marketing
 - ◆ Community Marketing
- ◆ Some ideas on ,bridging the gap‘ between the Business and Community audiences

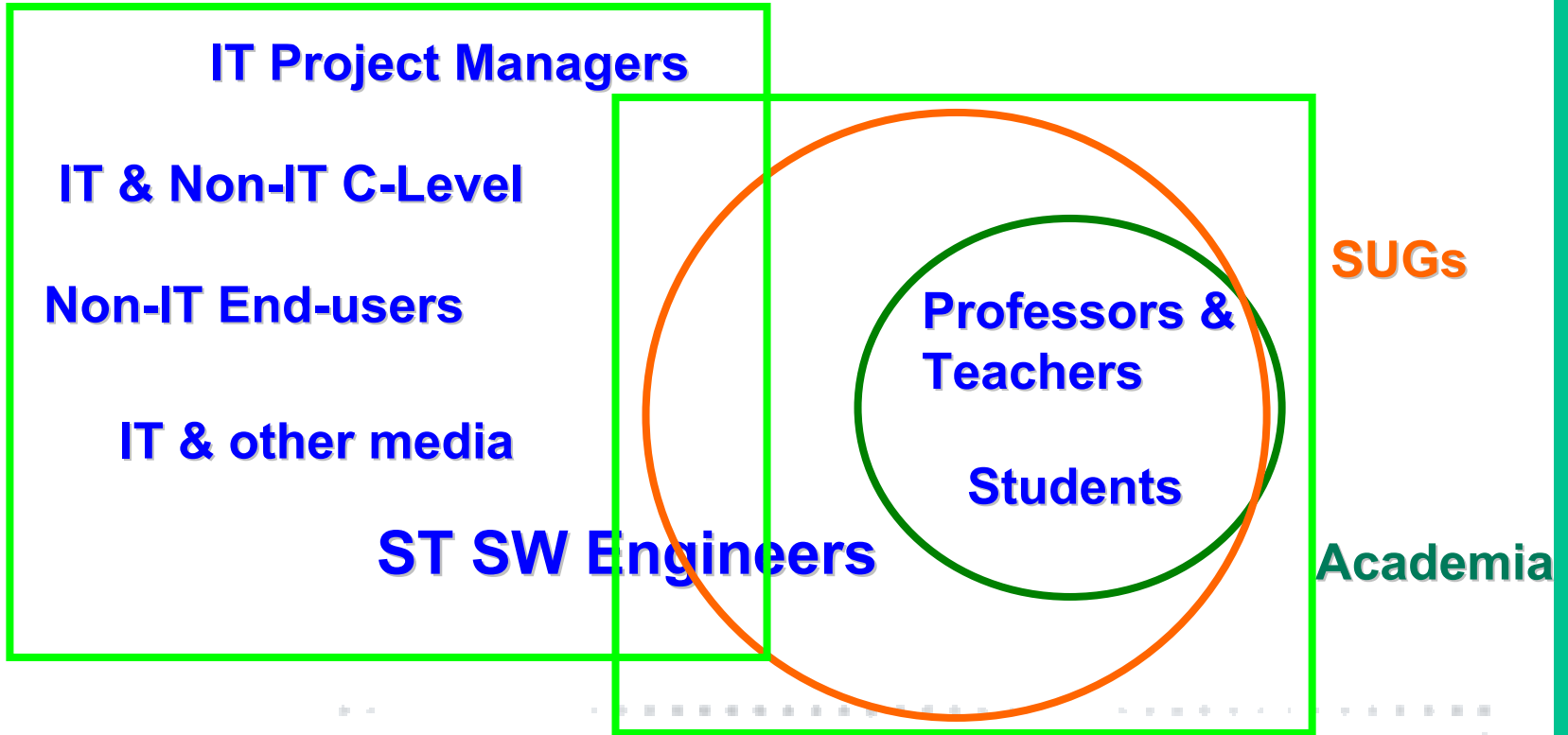


Business and Community Audiences in Smalltalk Marketing



Business Audience

Community Audience



Characteristics of Business and Community Audiences



Comparative Item	Business Audience	Community Audience
Background / Education / Work Environment	Business or technical background Commercial (B2B) environment	Techn. background: Eng. / Nat. Science Academia / Education
Objectives	Personal success Profit for company Personal >= < professional interests	Lead in Research Reputation / Awards Personal = professional interests
Others	'on earth' – all grades Common sense for input/output Pragmatic/analytical not their budget	Very clever & smart High personal commitment Creative/emotional Short in budgets

Comparison between Business and Community Marketing (1)



Mktg/comm Channel	Business Audience	Community Audience
<p>Events</p> <ul style="list-style-type: none"> - Trade Shows - Trade Conf/Sem's - Academic Events - Community Events 	<p>Yes</p> <p>Yes</p> <p>No</p> <p>No</p>	<p>No</p> <p>(No)</p> <p>Yes</p> <p>Yes</p>
<p>Direct Mktg</p> <ul style="list-style-type: none"> - Direct-Mailing - Emailing - Telemarketing 	<p>Yes</p> <p>Yes</p> <p>Yes</p>	<p>No</p> <p>Yes</p> <p>No</p>
<p>Others</p> <ul style="list-style-type: none"> - Advertising - PR & Press - Comm. Channels 	<p>Yes</p> <p>Yes</p> <p>No</p>	<p>No</p> <p>Yes</p> <p>Yes</p>

Comparison between Business and Community Marketing (2)



Mktg/comm ...	Business Audience	Community Audience
Content / Messaging	Business Value Return on Inv. (ROI) Usability Real-life-applications	Technology Feat. & Functions Innovations Tips & Tricks
Style of Language	explanatory (background, validation) objective/neutral	,reduced to the max' (no mktg fluff) ,leading edge' ,appeal to ego'
Style of Presentation	Design & layout & detail matter formal, serious commercial/ demonstrate success	Casual, informal sophisticated creative funny gadgets/games/...

‘Bridging the Gap’ – How?



We need a common **VISION!!**

- ◆ **NOT one orientated to the Smalltalk past, such as ‘Everything was better X years ago...’**
- ◆ **NOT one dominated by arrogance**
- ◆ **NOT one dominated by neglectance**

„Bridging the Gap“ – How?



BUT one common VISION

◆ **FOCUS onto the future**

◆ **FOCUS onto SUCCESS in BUSINESS**

,Bridging the Gap' – Ideas



◆ **MORE support for the community by business audiences**

- ◆ **Business presentations at Universities, SUG meetings, community events...**
- ◆ **Sponsoring of community events and organizations**

◆ **MORE exchange on business needs and wants by the community**

- ◆ **Openness to business / commercial interests**
- ◆ **Research into business-related directions**
- ◆ **Surveys or ,Advisory Boards' or ,Feedback Groups'**

**Today's ESUG Business Track
a Very Positive Example**

**See you
at the Business Track
during ESUG 2005!!??!!**

Announcement



Cincom Smalltalk WW Users' Conference:


Where: Frankfurt/Main

When: Dec 7-9, 2004



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