

data egret

Your remote PostgreSQL DBA team



Marketing PostgreSQL brand where to start

Valeria Kaplan





About me

PostgreSQL:

- 24/7 Support
- Consulting
- Training



data egret

Your remote PostgreSQL DBA team



dataegret.com



github.com/dataegret



1

What is marketing?



01 What is marketing?

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

The Chartered Institute of Marketing, 2015

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

American Marketing Association, 2013



01 What is marketing?

“Marketing is the management **process** responsible for **identifying**, anticipating and satisfying customer requirements **profitably**.”

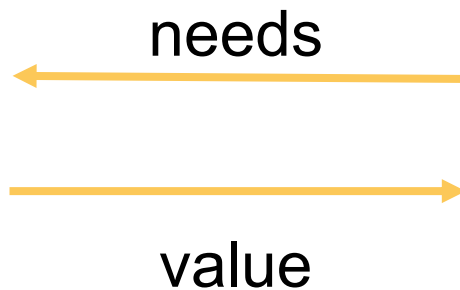
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“Marketing is the **activity**, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have **value** for customers, clients, partners, and **society at large**.”

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Marketing is a **process**
that **identifies needs**
and **provides value**
to customers and
society at large.



02

Branding

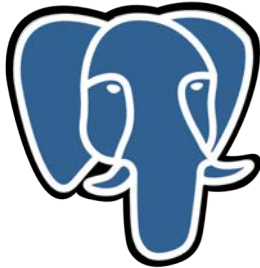


02 Branding

BRAND



02 Branding



font:
Strait

Blue

- dark blue : #0064a5
- base blue : #336791
- light blue : #008bb9

Grey

- dark grey : #848484
- base grey : #666666
- light grey : #585858

Orange

- dark orange : #cc3b03
- base orange : #d24b03
- light orange : #f26522

names
"PostgreSQL"
and
"Postgres"

BRAND

PostgreSQL

*The world's most advanced
open source database*



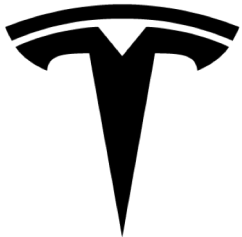
02 Branding



BRAND



02 Branding



TESLA



BRAND

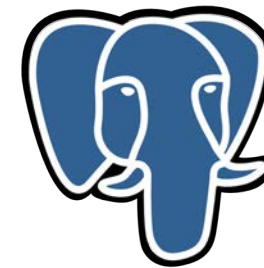


02 Branding

Brand and logo - what's the difference?

PostgreSQL
Brand

VS.



PostgreSQL

Name, tagline, logo,
mascots, colour,
typography ...



02 Branding

- diversity
- openness
- transparency
- oldschool at core
- openness to change



BRAND



02 Branding

- diversity
- openness
- transparency
- oldschool at core
- openness to change
- **fun**
- **puzzle solving**
- **excitement**



BRAND

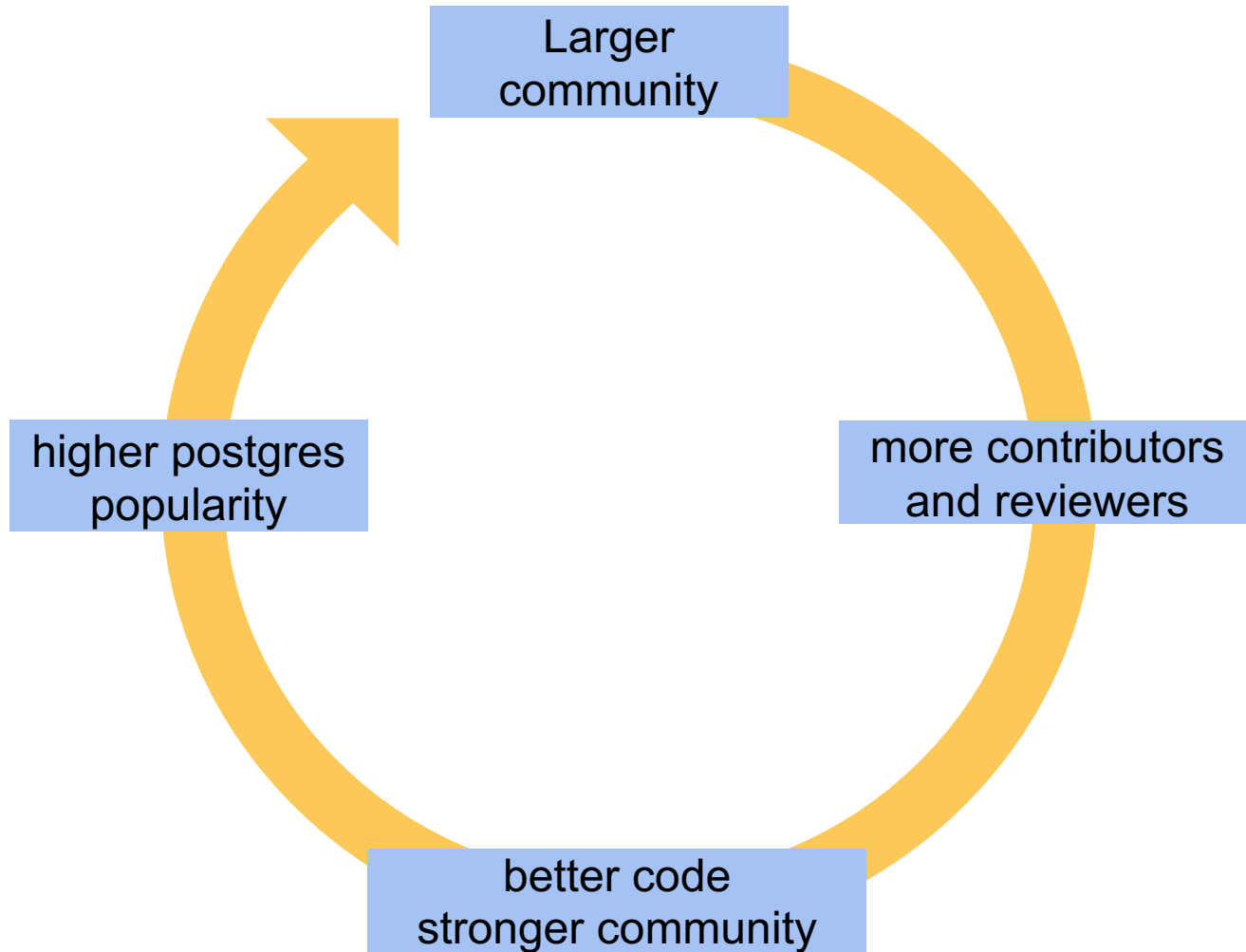


03

Community
growth

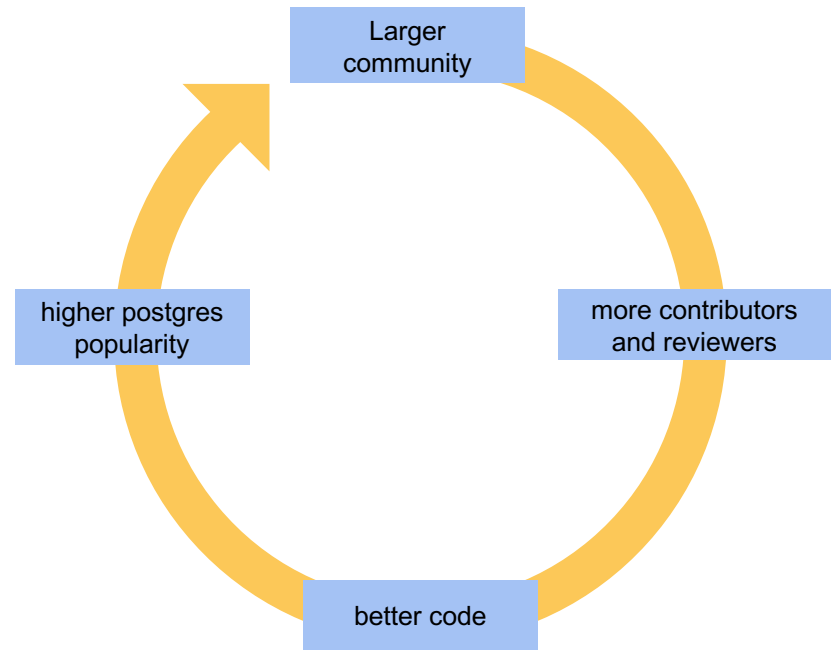


03 Community growth



03 Community growth

How to sustain it?



← needs

→ value

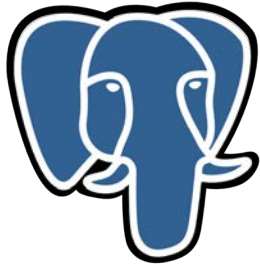


04

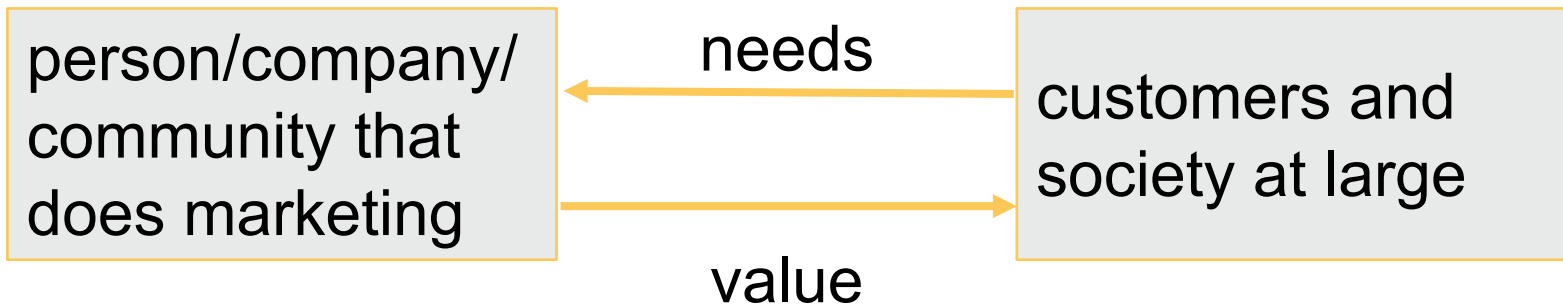
Key
questions



04 What do we need to do?



PostgreSQL



04 What do we need to do?

Key questions marketers ask

Who are you trying to reach - **customer**?

What are their **needs** (interests, concerns, hesitations)?

What **value** can you provide to them?

How do you **reach** those customers?

How do you **stand out** among competition?

How do you make customers **stay**?



04 What do we need to do?

Embrace marketer's way of thinking

Curiosity

Empathy

Reflection



05

Conversations



05 Conversations

ex-database concerns

- licensing
- postgres features and how to use them
- overall picture, what are different companies in the community offer and how they can be used
- “real” cost of open source product
- documentation

database functionality concerns

- Multi-Version concurrency Control (MVCC),
- Vacuum
- No hints
- no automatic backups
- No ON LOGIN triggers
- Backups
- Automatic sharding and more...



05 Conversations

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05 Conversations

Is it reflective of the “real life”?



05 Conversations

Social Media analytics

Platform: Twitter

Year worth of Tweets: 1 June 2018-31 May 2019

Keywords: PostgreSQL, postgres, pgsq

Language: English

325,846 Pieces of content > Sample 10,000 Tweets



05 Why Twitter?

- Popular
- @PostgreSQL @pgconfeu @postgresleu and more...
- (relatively) unbiased market research
- Everything is in public domain
- Messages have character limit



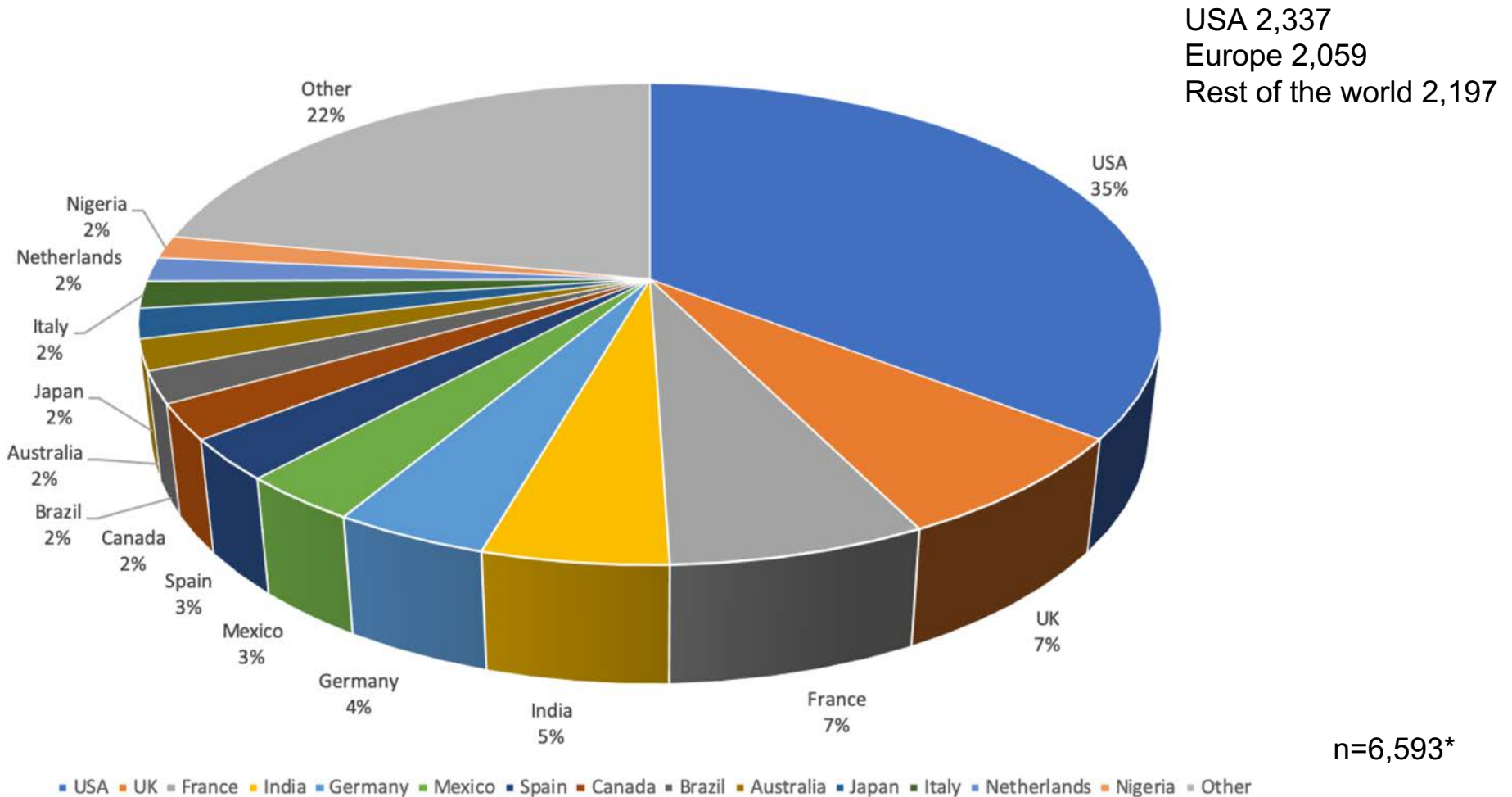
“96% of People Who Talk About Your Brand Online Don’t Follow It”

*Breonna Bergstrom, CoSchedule blog**



05 Conversations

Postgres mentions in Twitter by Country



*not all conversations' country is identifiable



Twitter Topics

Features 50%

Advertisement 15%

Events 10%

Comparison with other DB 8%

Jobs 7%

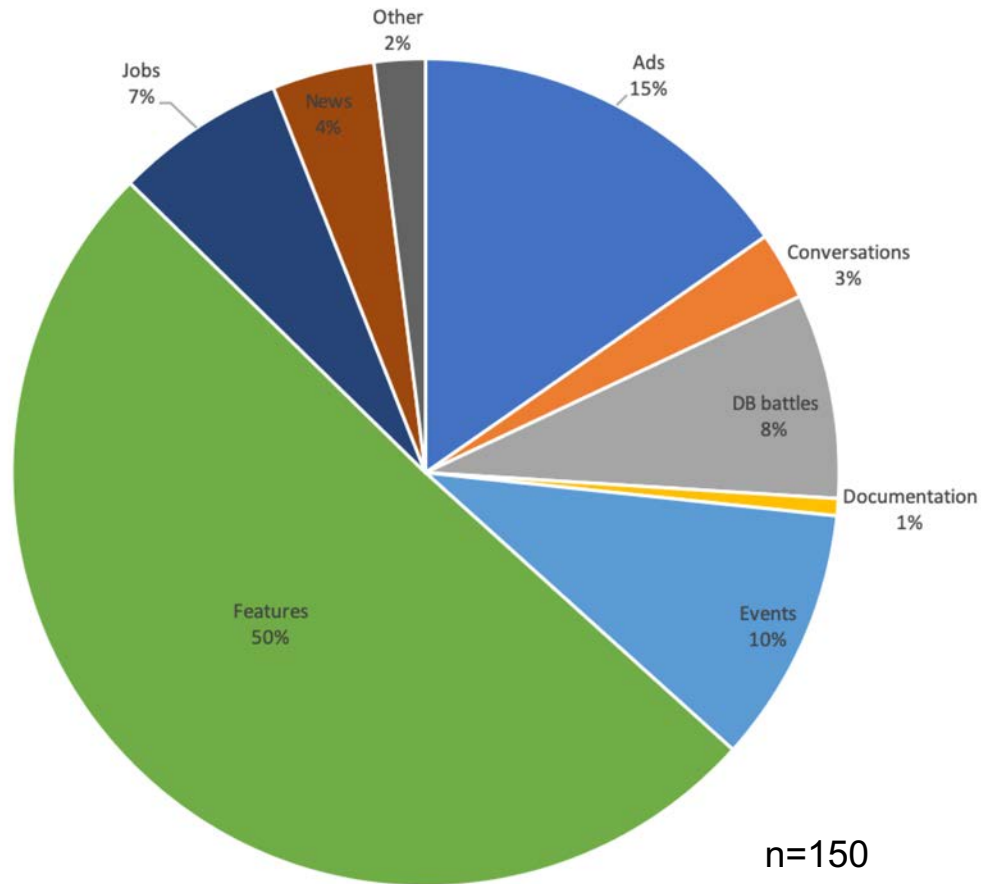
News 4%

General chatter 3%

Documentation 1%

Other 2%

Conversation topics - Twitter



■ Ads ■ Conversations ■ DB battles ■ Documentation ■ Events ■ Features ■ Jobs ■ News ■ Other

05 Conversations

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05 Conversations

1. **licensing**
2. **“real” cost of an open-source product**
3. postgres features and how to use them
4. community companies offering
5. documentation

“Licensing”

only 8 mentions of licensing, all in favour of Postgres

cheaper

“...we used to use Oracle. The licensing fees were getting expensive for our clients though...”

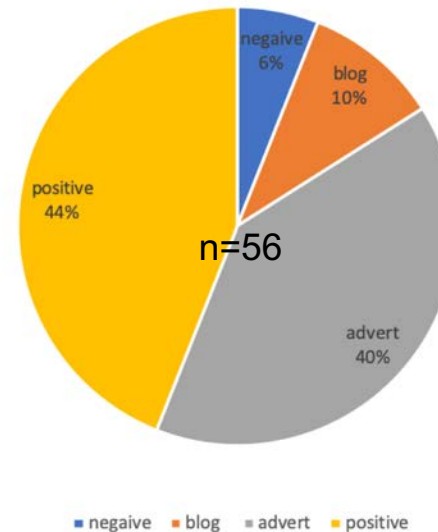
no risk of license change

“...avoiding the risk associated with a company changing its license terms like #MongoDB did here is one of the under-appreciated benefits of community driven open source like #PostgreSQL over company controlled open source like #MongoDB”

“Cost”

56 mentions out of 10k
(majority are positive)

Cost mentions



05 Conversations

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“Licensing”

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There isn't much conversation around licensing. There is some conversation about cost (reducing license cost).

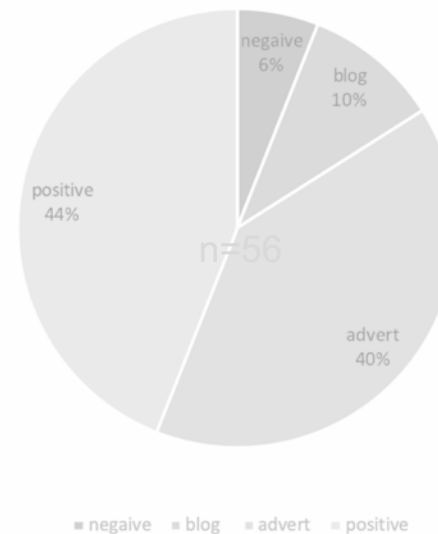
Postgres attracts by its lower price, but it needs to deliver in terms of its scalability and features.

→ worth highlighting on the website, in social channels

“Cost”

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05 Conversations

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Term “feature”

309 mentions out of 10k

- *questions* about functionality
- suggestions about *features needed*
- *announcements* about new features
- blog posts about *new features*

slow replication

“..system was unnecessary, borderline annoying
- **Postgres took way too long to have replication** - MegaCLI arguments were bananas but this...this is truly unacceptable.”

“Difficult”

Only 6 mentions out of 10k
(3 of them are actually positive)

“Annoying”

Only 6 mentions out of 10k

“Slow”

Only 27 mentions out of 10k
(half of them are not talking about postgres being slow)

“Security”

144 mentions out of 10k
- often used in ads



05 Conversations

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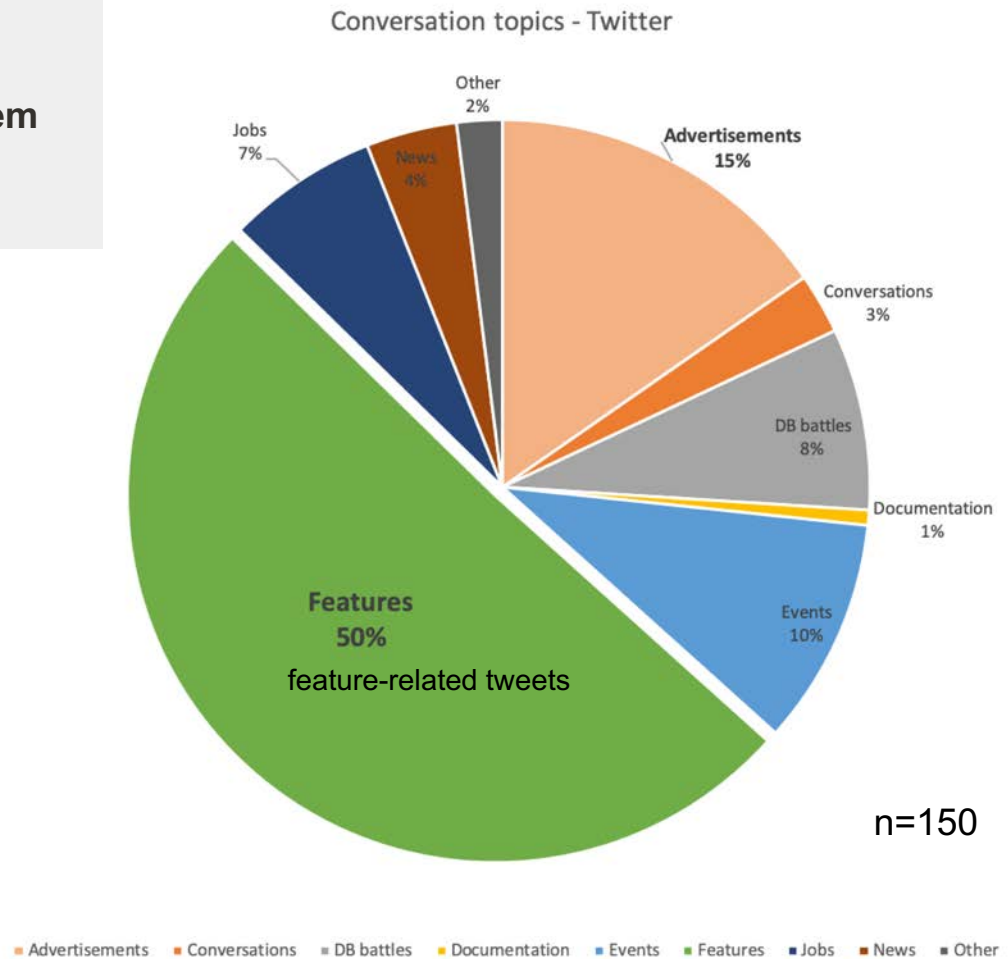
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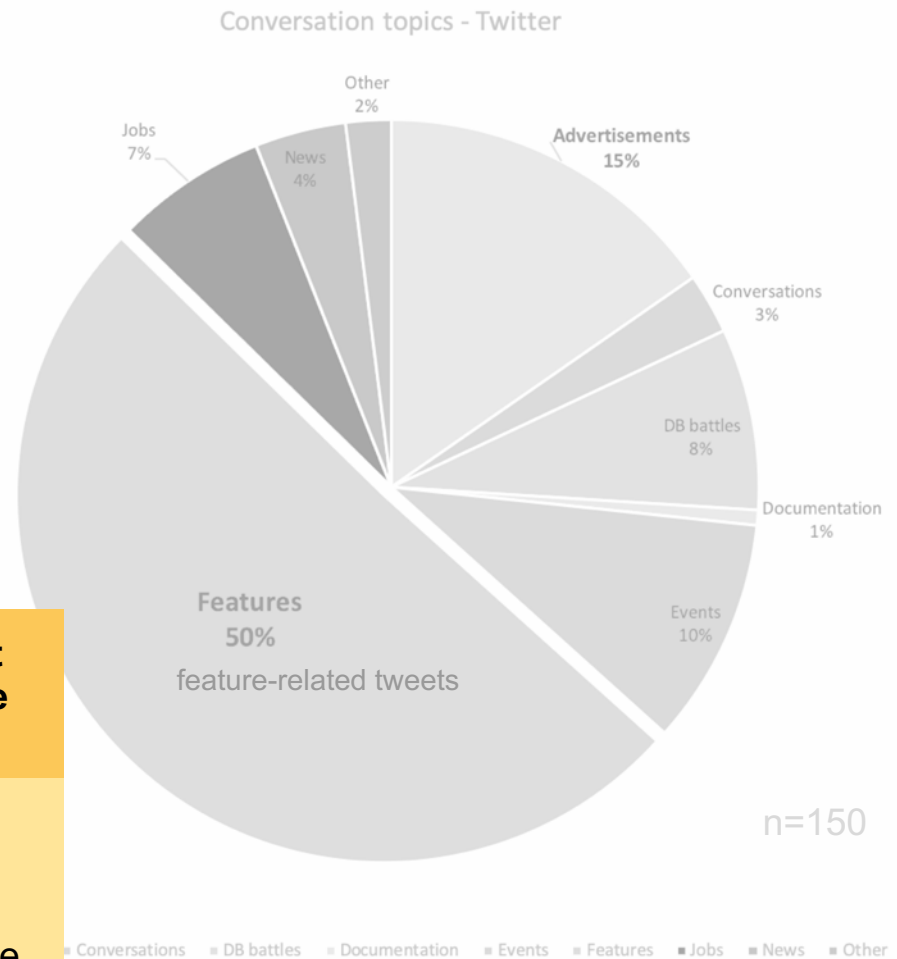
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Nearly half of conversations on Twitter are about features (usage questions, announcements, case studies).

There is definitely interest in such content.

- highlight features on the website,
- provoke discussion on Twitter about needed features to increase engagement from outside the community.



05 Conversations

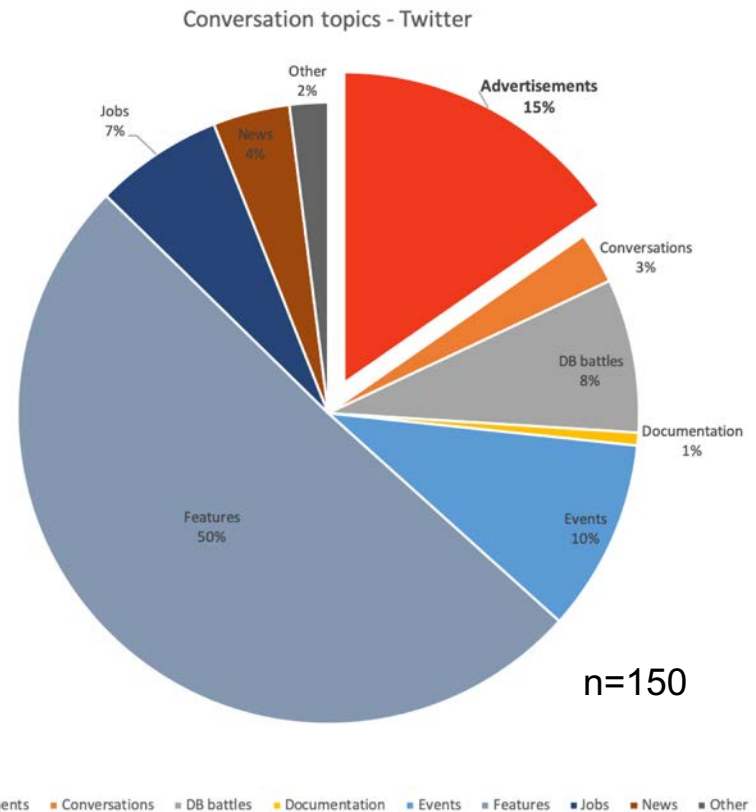
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5. documentation

15% of Twitter conversations are ads.

- **Should we rely on companies’ marketing only?**
- **Is there an issue of trust?**

mistrust

“..There used to be a lot of mistrust around open source. Glad we’ve moved past that.”



05 Conversations

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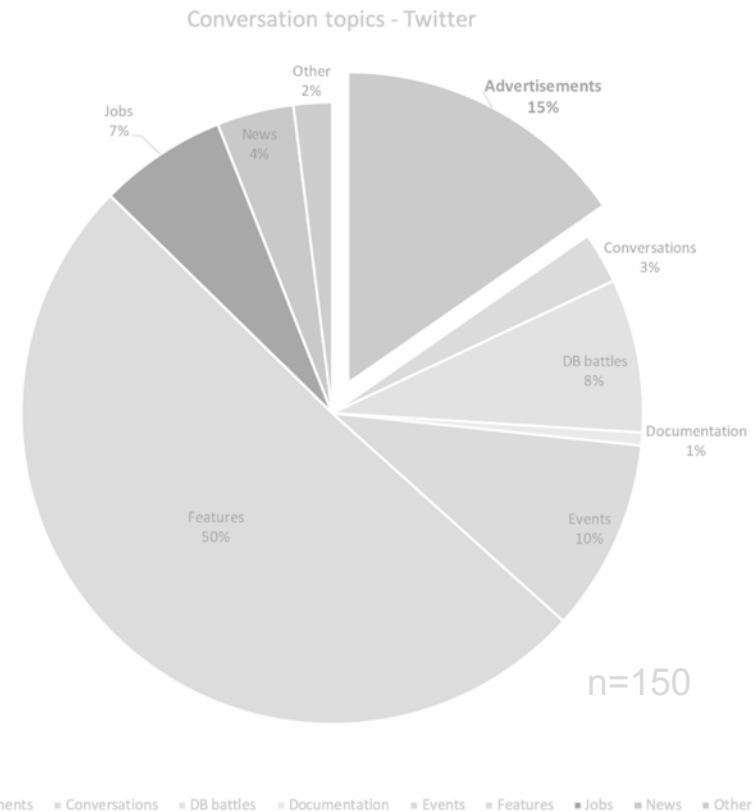
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Companies using Twitter for promotion.

Need for a more structured community overview?
Trust?

→ unbiased visual to explain what community companies offer



05 Conversations

1. licensing
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5. **documentation**

long

“Can’t remember being so confused, documentation is almost 1.4k pages. Dear Lord!”

lack of examples

“The postgres documentation is great, but boy I wish they’d throw a few examples in there.”

“Documentation AND Postgres” mentions



05 Conversations

1. licensing
2. “real” cost of open source product
3. postgres features and how to use them
4. community companies offering
5. **documentation**

Postgres documentation is unique and all the information is there, but it’s long and maybe confusing and lacking examples.

- highlight the positives (easy to learn, etc.)
- add examples,
- add visual explanations throughout documentation
- review most popular topics read and highlight them on the website

"Documentation AND Postgres" mentions



06

Toolkit



06 Toolkit

Website

Social media

Blogs

Events

Videos

Podcasts

Brochures



06 Toolkit

Website

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2018 website makeover!

There was over **30% increase** in downloads!
Documentation page - **40% increase** in traffic!
The About page had **37% increase** in traffic!

Can we top that?

- Site navigation
- Documentation
- Case studies/success stories



06 Toolkit

Website

Social media

Blogs

Events

Videos

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Brochures

High number of Postgres Twitter handles

Guidelines? content suggestions?

@PostgreSQL - **14k** followers

Consistency is a problem - **need more people!**



06 Toolkit

Website

Social media

Blogs

Events

Videos

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Brochures

Blogs fueling the engagement with Postgres community.

Keep writing! Ask questions! Make pools!



06 Toolkit

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Brochures

Event landscape is evolving!

Community **guidelines** on how to promote them?



06 Toolkit

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Brochures

Visual content makes our lives easier!

- Video content from events
- Interviews with contributors
- Explanatory videos / infographic to describe processes



06 Toolkit

Website

Social media

Blogs

Events

Videos

Podcasts

Brochures

There is so much more!



07

To sum up



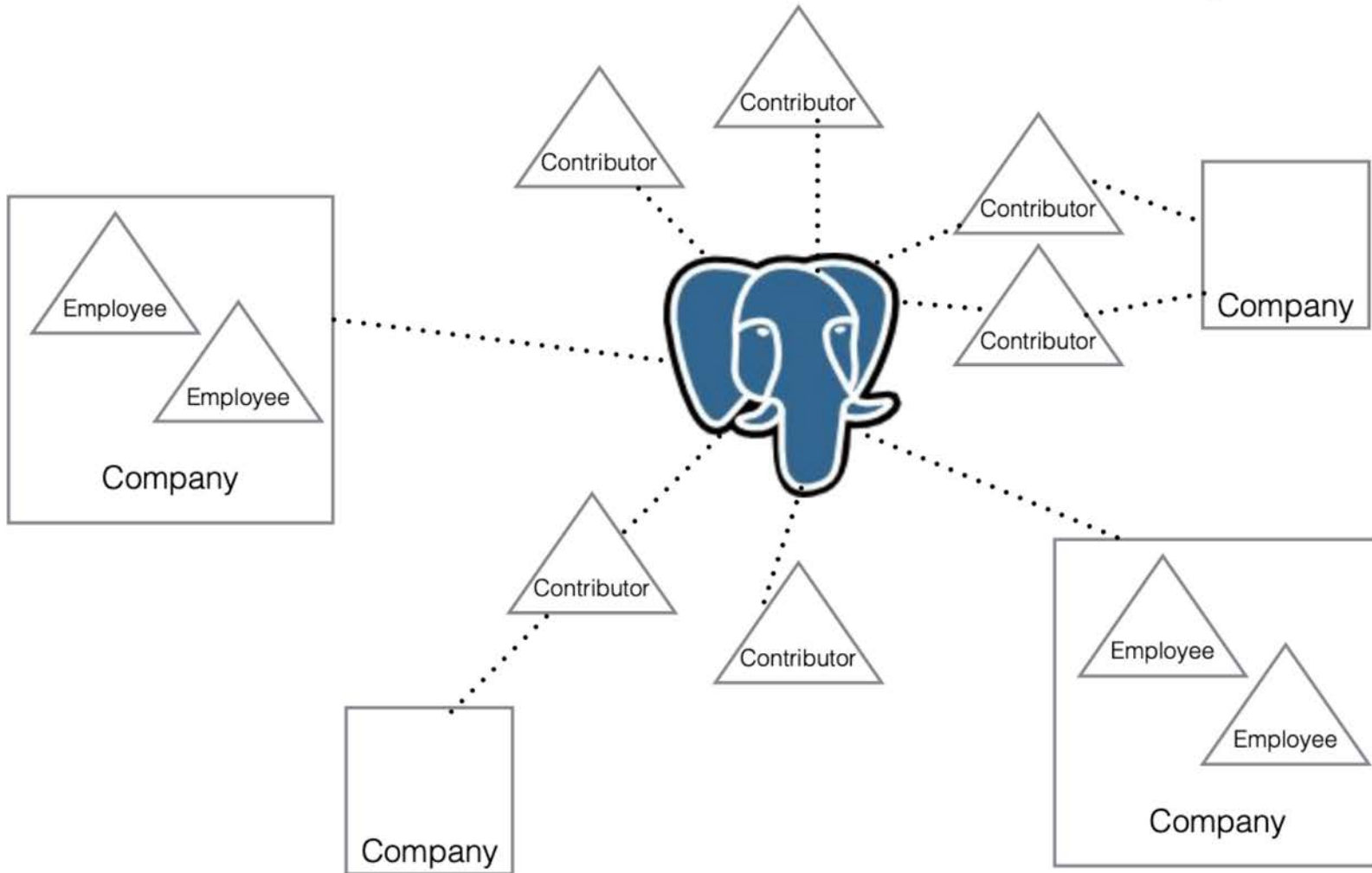
07 To sum up

- ❖ PostgreSQL community is a unique and exciting place to be!
- ❖ Great code is not enough
- ❖ We must keep the momentum going for Postgres
- ❖ It's open source, so responsibility is on all of us

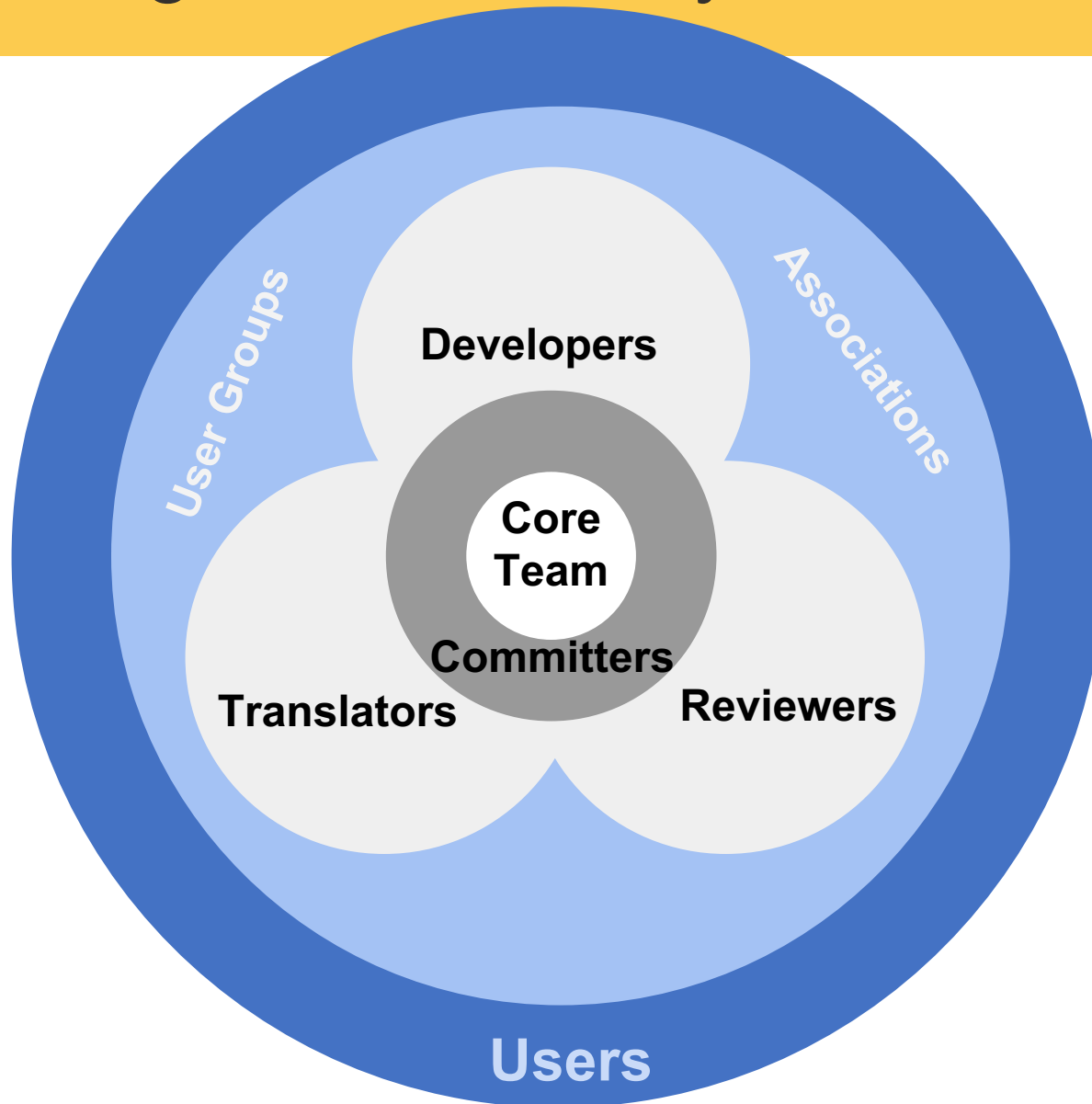
so, what do I propose?...



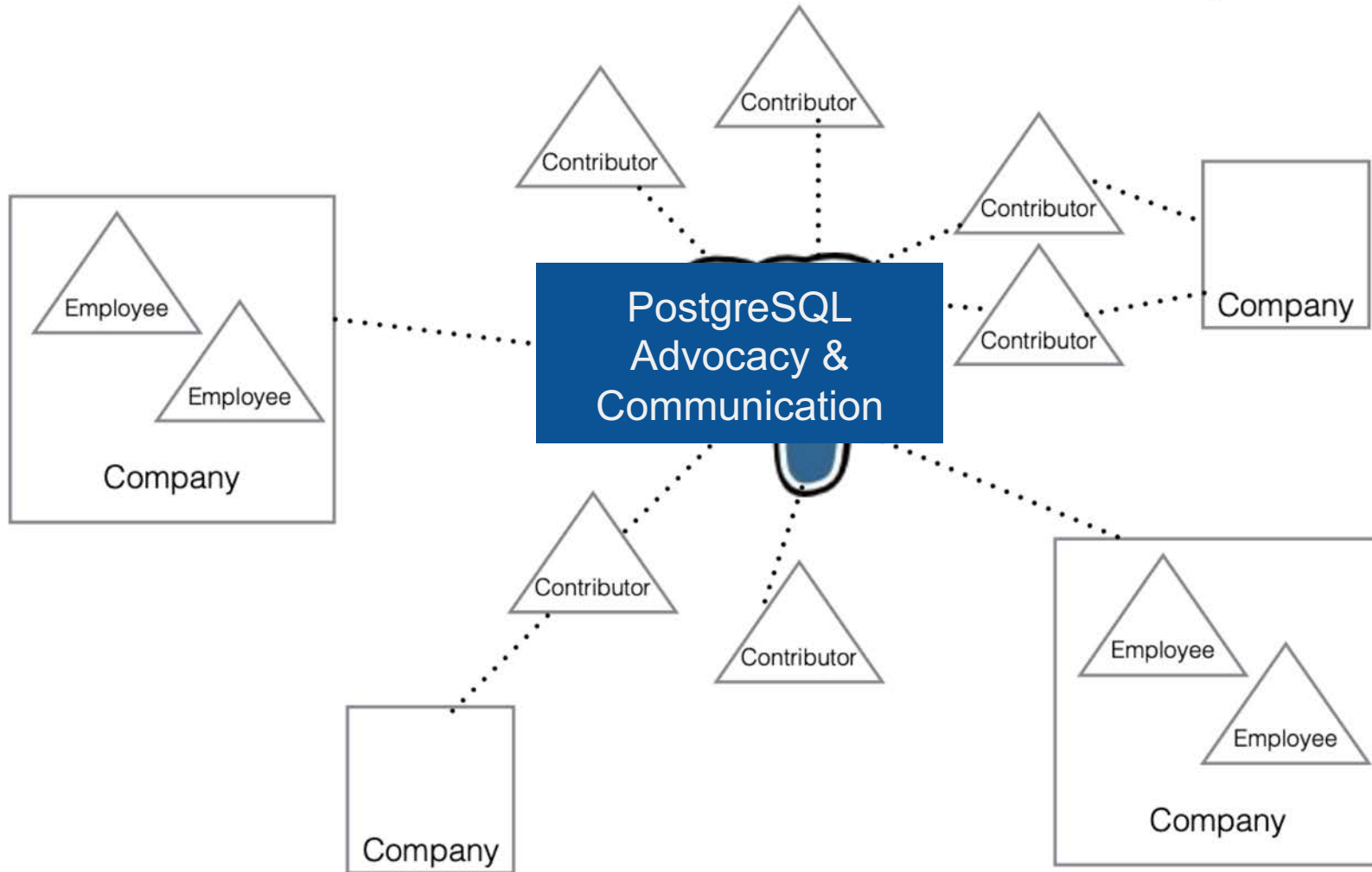
Our Community



07 Postgres community roles



Our Community







**I WANT YOU
FOR POSTGRESQL
ADVOCACY &
COMMUNICATION
WORKING GROUP**

Contact pgsql-advocacy@lists.postgresql.org

Thank you!



David Page



Lætitia Avrot



Jonathan Katz



Magnus Hagander





Thank you!
Questions? Ideas?

