

# EdgeX Marketing Sub-team

2019-09-19

## Agenda

- '20 EdgeX Marketing Priorities (Keith S.) 30mins
- EdgeX Website Updates (Andy/Michael H) 20mins
- Check available time/date for this meeting (Camilo) 10mins

## Minutes

- Marketing Priorities
  - LF Edge marketing plan is focused on LF Edge more than individual projects
  - Highlights member projects at events, under the LF Edge banner
  - Questions about delegating marketing budget to individual projects
    - Only one budget, at the LF Edge level
    - How does it break down based on stage 1-3?
  - Jim and others on LF Edge MAC, but no consistent representation
  - Need more focus on ecosystem building around each member project
  - Would like per-project budget pre-approved so they can set their own spending plan
    - It's difficult having to get LF Edge level approval for every request
  - Next steps:
    - Budget to be discussed in the next LF Edge board meeting
      - Estimated budget number to be put forward
      - Keith has Camilo's proposal for EdgeX budget
        - \$50K EdgeX Hackathons 2 events (Spring and Fall)
        - \$20K Meetups/travel
        - \$100K Digital marketing (AdSense and LinkedIn)
        - \$80K for one event (i.e. Barcelona IOTWC)
    - Propose change in process to give more budget control to member projects
      - Could review with LF Edge MAC/board on a quarterly basis
- Website
  - Edgexfoundry.org originally maintained my EdgeX project
  - When LFEdge launched, was talk about merging it under lfedge.org

- Decided to keep edgexfoundry.org with maintenance by the EdgeX project, in collaboration with the lfedgex.org website
- Side effects of two websites:
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- Andy proposed changes to the edgexfoundry.org website
  - Make “Edinburgh” banner on homepage more Edinburgh release specific
  - “In the news” section of edgexfoundry.org hasn’t been updated
    - Option 1: Someone copies content from lfedgex.org onto edgexfoundry.org
    - Option 2: Point to lfedgex.org site with a filter to only show EdgeX content
      - Copy select older posts to lfedgex.org
        - Old EdgeX articles were copied over
      - Possibly open external links in a new tab
      - Possibly include back-links on articles to edgexfoundry.org
  - “Announcements” section of edgexfoundry.org hasn’t been updated
    - Same options as above
  - Events link points to all LF Edge events
    - Add filter to show only EdgeX events
  - Water Treatment usecase link on Edinburgh release page is broken
    - Use case has been removed for now
    - Post was removed at the request of the featured company
      - Working on an update
  - Getting Started page needs more content
    - Currently points only to documentation
    - Suggest linking to community resources
      - Links are currently on <https://www.edgexfoundry.org/our-community/>
- Add section to the EdgeX wiki for marketing team documents, meeting info, etc

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