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 lfedge.org website

Side effects of two websites:

Andy proposed changes to the edgexfoundry.org website

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