

The Hacker's Guide to Marketing

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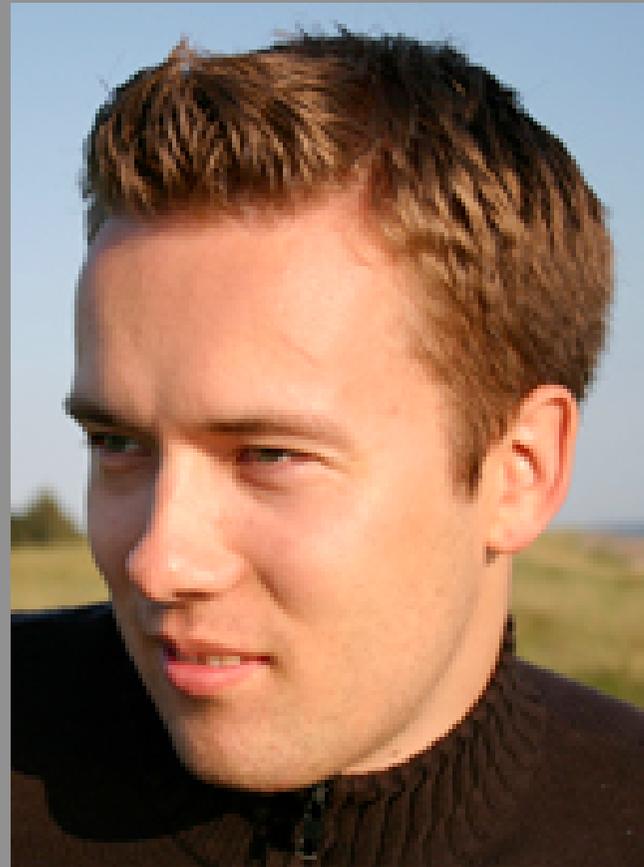


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Denmark, 2004

- David Heinemeier
Hansson
- A 25 yo fellow
- Was hired to develop
a web-application for
managing projects.



Small Budget,
Tight Timeline

The Dilemma...

PHP: Quick & Dirty

or

Java: Slow & Clean

He chooses...

Ruby: Quick &
Clean



Ruby on Rails

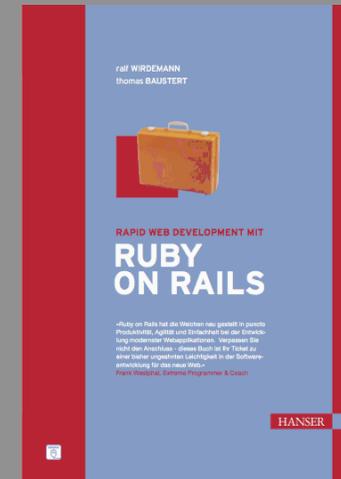
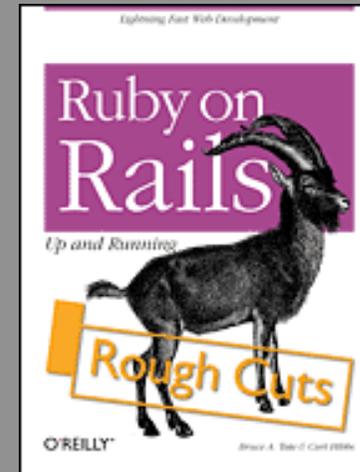
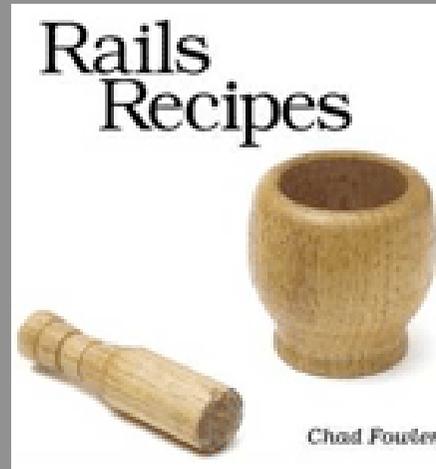
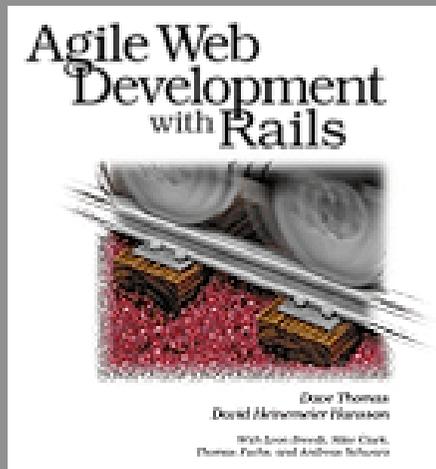
- Web app framework
- Extracted
- Open Source

About a year
later...

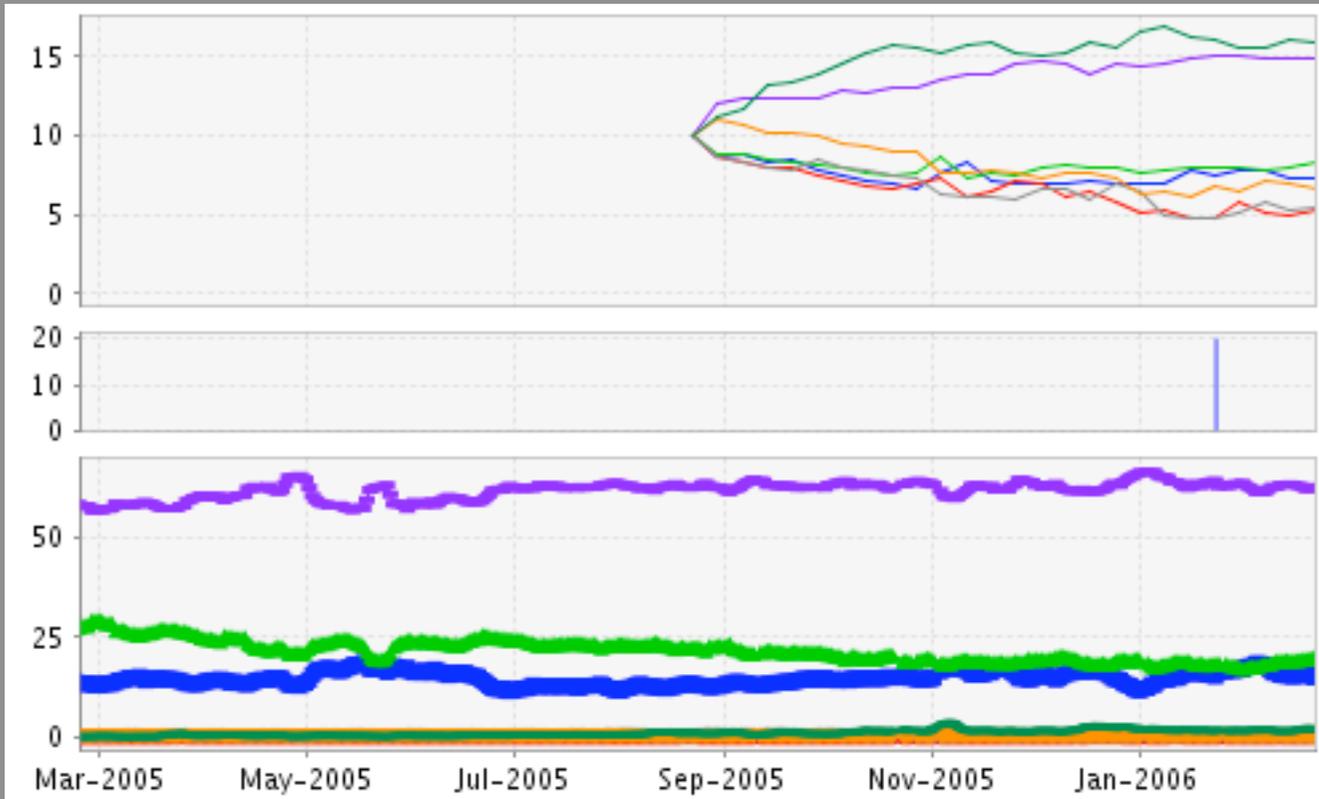
Millions of users

(on Basecamp, Backpack, 43Things,
Odeo, Typo...)

Four Books



Yahoo Buzz



RUBYWA (15.54)
PHPWA (15.22)
JAWAWA (8.42)
CGI (7.48)
PYTHONWA (6.55)
PERLWA (5.50)
FASTCGI (5.18)

O'reilly: Ruby Book Sales Surpass Python

“Python is up 20% vs. the same period last year, but Ruby is up 1552%! (Perl is down 3%.)”

“PHP. Still the largest ..., book sales have had a gradual downward trend over the past two years”

And some Kudos



So why am I
telling you all
this?

Other Kickers



Marketers look at 4 P's

- Product
- Price
- Promotion
- Place

For Free Software
we have mainly
two

- Product
- ~~Price~~
- Promotion
- ~~Place~~

Purple

COW



Transform Your Business by Being Remarkable

Seth Godin author of *Permission Marketing*

"Seth Godin may be the best
initiative marketer alive today."

Two kinds of innovation

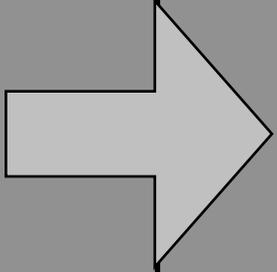
- Revolution
- Edge Pushing (10X)

Revolution



- Strong Potential
- Good Story
- Must change people's minds
- Harder to Market

Edge Pushing- 10X

iPod	1GB	10GB
BitTorrent	MB 	GB
Skype	\$.10/min	\$0

It's a cow, only 10 times

- More purple
- Cheaper
- Faster
- Easier
- Safer

So you have a
purple cow

But for the story to
spread, people must
understand 4 things..

Four Simple Questions

- Who is it for?
- What drives you nuts?
- Why your product is cool?
- Secret Sauce?

Example: Rails

User?	“Me” (DHH)
Drives me nuts?	Java & PHP
I’m cool ‘cause	Quick & Clean
Secret Sauce	DRY, Convention over configuration

Exercise: BitTorrent

User?	?
Drives me nuts?	?
I'm cool cause	?
Secret Sauce	?

Define the opposite



What's your cause?

Firefox	I want my web back!
Rails	Productivity via fun & beauty
BitTorrent	Free Speech

Cultivate a Community

Become part of the Rails family

The community around Ruby on Rails is full of nice people who wants to help others learn. Become part of the family, learn from others, and give something back when you can.

Spread Firefox!

The home of Firefox community marketing

Open, not just the source

- Plugin/Extension ready
- Part of an ecosystem
- Gaim/Firefox/Flickr

Common Friction

- Product Complexity
- Installation
- Compatibility
- Documentation/Support

Example: Rails

- Scaffolds, Convention
- One-click installers
- All platforms/databases
- Wiki, Guides, Video, IRC

But...

- Don't polish forever
- Ship early

Start a blog

- Update frequently
- Encourage discussion

Work with other bloggers



How to find them



<http://technorati.com/search/ajax%20jabber>

Home Pages that don't suck

- You have 3 seconds
- Some say, much less

What works

- WIFME*
- Testimonials
- Clear “Call to Action”
- Get Visual

(*) What's in it for me?

Firefox[®] 1.5

The award-winning Web browser is better than ever. Enjoy the Web with confidence - Firefox protects you from viruses, spyware, and phishing. Enjoy improvements to performance, ease of use and privacy. It's easy to import your favorites and settings and get started. Download Firefox now and get the most out of the Web.

Call to Action



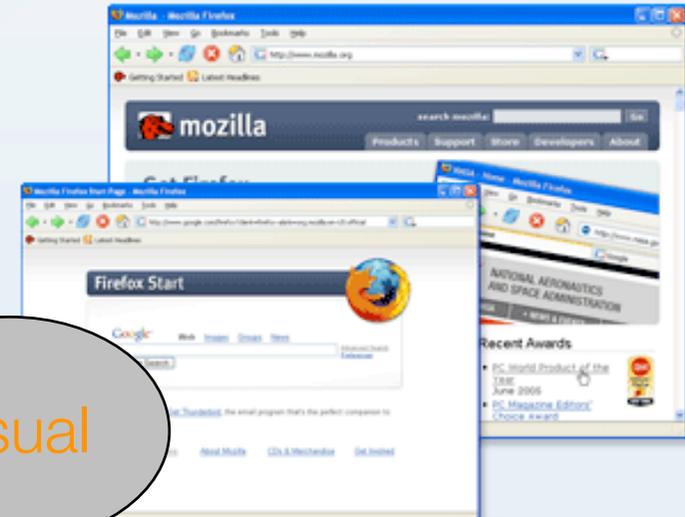
Download Firefox

1.5.0.1 for Mac OS X, English (9.5MB)

[System Requirements](#) - [Release Notes](#) - [Other Systems & Languages](#)

WIFME

Visual



Testimonials

A Better Web Experience

Firefox 1.5 has an intuitive interface and blocks viruses, spyware, and popup ads. It delivers Web pages faster than ever. And it's easy to install and import your favorites. Packed with useful features like tabbed browsing, Live Bookmarks, and an integrated Search bar, Firefox will change the way you experience the Web, for the better.

Faster Browsing

Enjoy quick page loading as you navigate back and forward in a browsing session. Improvements to the engine that powers Firefox deliver more accurate display of complex Web sites, support for new Web standards, and better overall performance.

Awards



January 2006
Software & Dev Tools
Firefox Web browser



Nov 2005
Editors' Choice



December 27, 2005
Firefox Web browser

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Exercise...

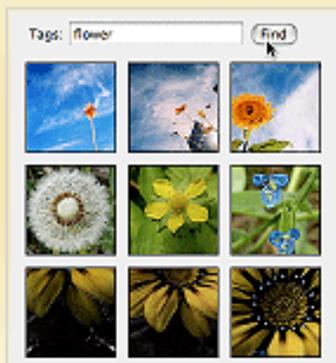


Web development that doesn't hurt

Ruby on Rails is an open-source web framework that's optimized for programmer happiness and sustainable productivity. It lets you write beautiful code by favoring convention over configuration.

[New app: Campfire - Pushing Ajax in Rails](#), [New book: Rails Recipes - Learn through examples](#)

Get Excited



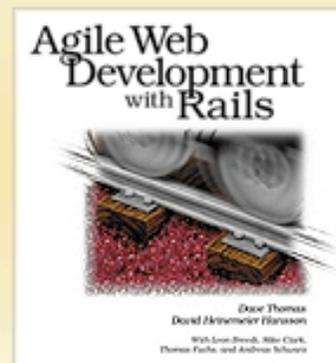
[Screencasts & presentations](#)

Get Started



[Released Dec 13, 2005](#)

Get Better



[API, Books, tutorials, samples](#)

Get Involved

IRC
Mailing lists
Bug tracker
Wiki

[Join the community](#)

“What sets this framework apart from all of the others is the preference for convention over configuration making applications easier to develop and understand.”

-Sam Ruby, ASF board of directors

[Read more quotes](#)

Advice

Try to get a
professional
designer

Wiki

Let other help-
you can't do it
alone

Wiki

Let other help-
you can't do it
alone

Celebrate every success

ThoughtWorks wins big contract on Rails

Posted by David on 12/21/2005

Obie Fernandez has a great story on [how ThoughtWorks recently won a \\$800,000 bid](#) for a critical application against another consultancy. They probably do that all the time, but the interesting part about this particular bid is that they made it powered by Ruby on Rails. The other consultancy bid a million dollars for a Java-based system, but the CIO picked the Rails solution from ThoughtWorks.

So saving \$200,000 was obviously a big advantage of the Rails bid, but more interesting is the second-level concerns. Obie writes:

Analysts from Gartner and Forrester and even

Evangelism

Conferences,
meetups, user
groups

Thanks!

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