

From Curious to Connected: THE MARKETING JOURNEY WITH OPENSSEF



Just getting started with open source security?

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INTEREST: UNDERSTAND THE VALUE OF ALIGNMENT

I need to connect our work in open source to our brand's marketing strategy



Events Page

Learn how to Submit a CFP

Subscribe to the Newsletter

1

AWARENESS: DISCOVER WHY OSS SECURITY MATTERS TO YOU

I need to stay informed on open source security trends.



LinkedIn

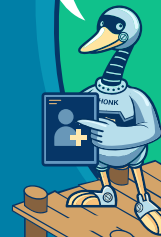
YouTube

OpenSSF Blog

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CONVERSION: BECOME A MEMBER

We're ready to participate and want to align our brand with OpenSSF.



Join Page

Marketing Member Benefits Video

Submit a Blog

3

CONSIDERATION: SEE HOW EASY IT IS TO ENGAGE

I need ready-to-use content I can adapt into marketing messages.



TLDR Newsletters

One-Pagers

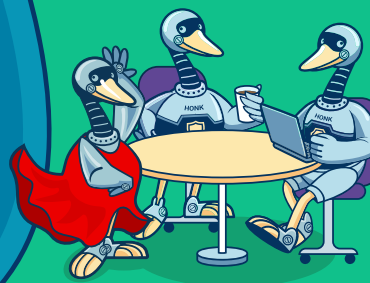
Annual Report

Marketing Kits

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ENGAGEMENT: SHAPE THE MESSAGE

I want to participate in messaging and outreach.



Marketing Advisory Council Blog

Join Monthly Meetings

Join Slack Channel

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ACTIVATION: AMPLIFY, LEAD, & CREATE IMPACT

I want to contribute and show leadership in OSS security marketing.

Join the Marketing Advisory Council

Speaking Opportunities (CFPs)

Podcast Interviews

Case Studies

Tech Talks



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IMPACT & RETENTION: MEASURE AND GROW

I need to show ROI and justify continued involvement.

Annual Report

