

From Curious to Connected: THE MARKETING JOURNEY WITH OPENS SF



Just getting started with open source security?

2 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



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

4 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

6 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



7 IMPACT & RETENTION: MEASURE AND GROW

I need to show ROI and justify continued involvement.

- Annual Report



5 ENGAGEMENT: SHAPE THE MESSAGE

I want to participate in messaging and outreach.

- Marketing Advisory Council Blog
- Join Monthly Meetings
- Join Slack Channel

