

# Brainstormed list of marketing ideas

The following is a list of ideas that could be considered for supporting Samvera's marketing activity

## Audiences

- Internal
  - Institutional managers/senior managers
  - Institutional decision-makers
  - Library colleagues
  - IT colleagues
  - Faculty and students
- External
  - Non-Samvera sites
    - University and college libraries
    - Media organisations
    - Museums
  - Repository community
  - Library community
  - Funders
  - Open source software community

## Marketing materials

- Documents/text-based
  - Flyer
    - have a small number printed (color) for hand out
    - produce a pdf for people to print on their own to bring to other events or internal back home
  - Brochure
    - possible to make a 6 panel brochure (1 page) folded so that part of the 2 panel design could also be used as a bookmark
  - Website
    - Case studies
    - Descriptive text
    - FAQ
  - Social media - value, given time needed, questionable
    - Twitter - [@samverarepo](#)
      - who is posting on this? responsible for posts?
      - Esme Cowles set this up. Steering can tweet from the account (via Tweetdeck) currently
    - Facebook?
    - Instagram?
    - Other?
  - Logo / caption
    - tagline for printed pieces
  - powerpoint template with logo and color scheme
    - also set of standard slides about Samvera
- Bumpf (see [vendor list](#) for suppliers)
  - Hex stickers
    - Other stickers?
    - DCE has the design patterns
  - Bookmarks
  - Bags
    - light weight reusable grocery bag ( small foldable)
    - tote like bag
    - freezer bag
    - lunch boxy bag
  - Memory sticks
  - Luggage tag
  - T-shirts
    - These are arranged through Stanford currently

## Marketing messages

(See also the [Draft content](#) for questions we are asked and responses to these)

- What Samvera is
- Why use Samvera
- Examples of how it's in use, what people do with it, why Spotlight instead of Omeka, etc.

- What Samvera can do (for them)
- What Samvera has done (for those using it)
- How Samvera works (and how you can take part)
  - Technology
  - Community
- Who is behind Samvera? - spotlights on people in the community, in different roles, from different institution flavors