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**