



WORKING WITH COMMUNITY AND BUSINESS DEVELOPMENT

Mikhail Vink

Global Marketing Programs Manager, JetBrains

 [mikhail_vink](#)

Mikhail.Vink@jetbrains.com
www.linkedin.com/in/mikhailvink

AGENDA

- Community as a marketing strategy - why?
- Community support projects
- Community as a business development tool
- Technical and non-technical partnerships

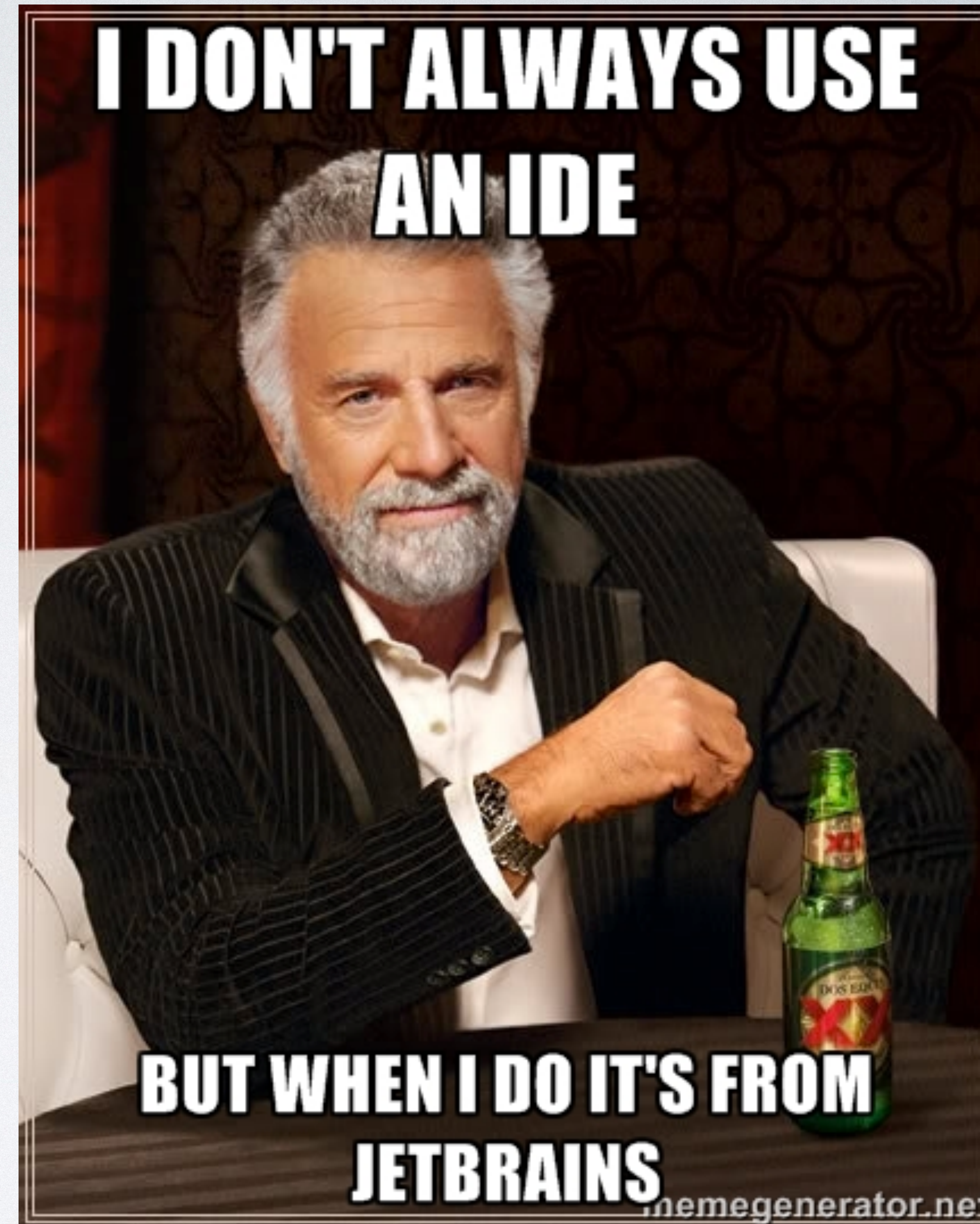
WHO WORKS ON COMMUNITY HERE?

- Developer advocates
- Marketing
- Community support
- Everyone else

(c) JetBrains



TURN YOUR CUSTOMERS
INTO ADVOCATES!



AND THAT'S STILL
NOT ENOUGH



AND THAT'S ACTUALLY ABOUT
BUSINESS

COMMUNITY REQUIRES HARD WORK
and proactivity

USER GROUPS

OPEN SOURCE

STUDENTS

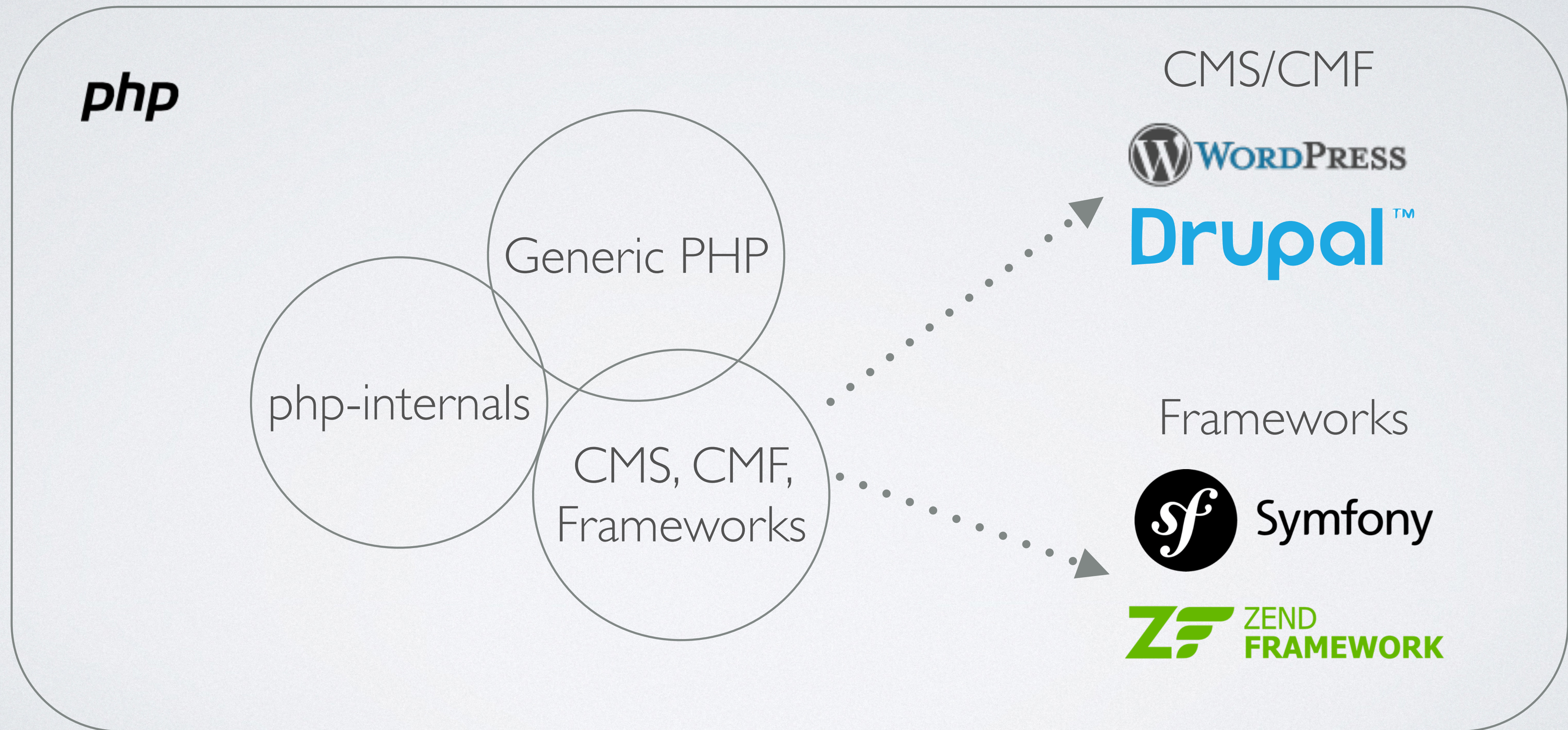
CLASSROOM

CAMPUS AMBASSADORS

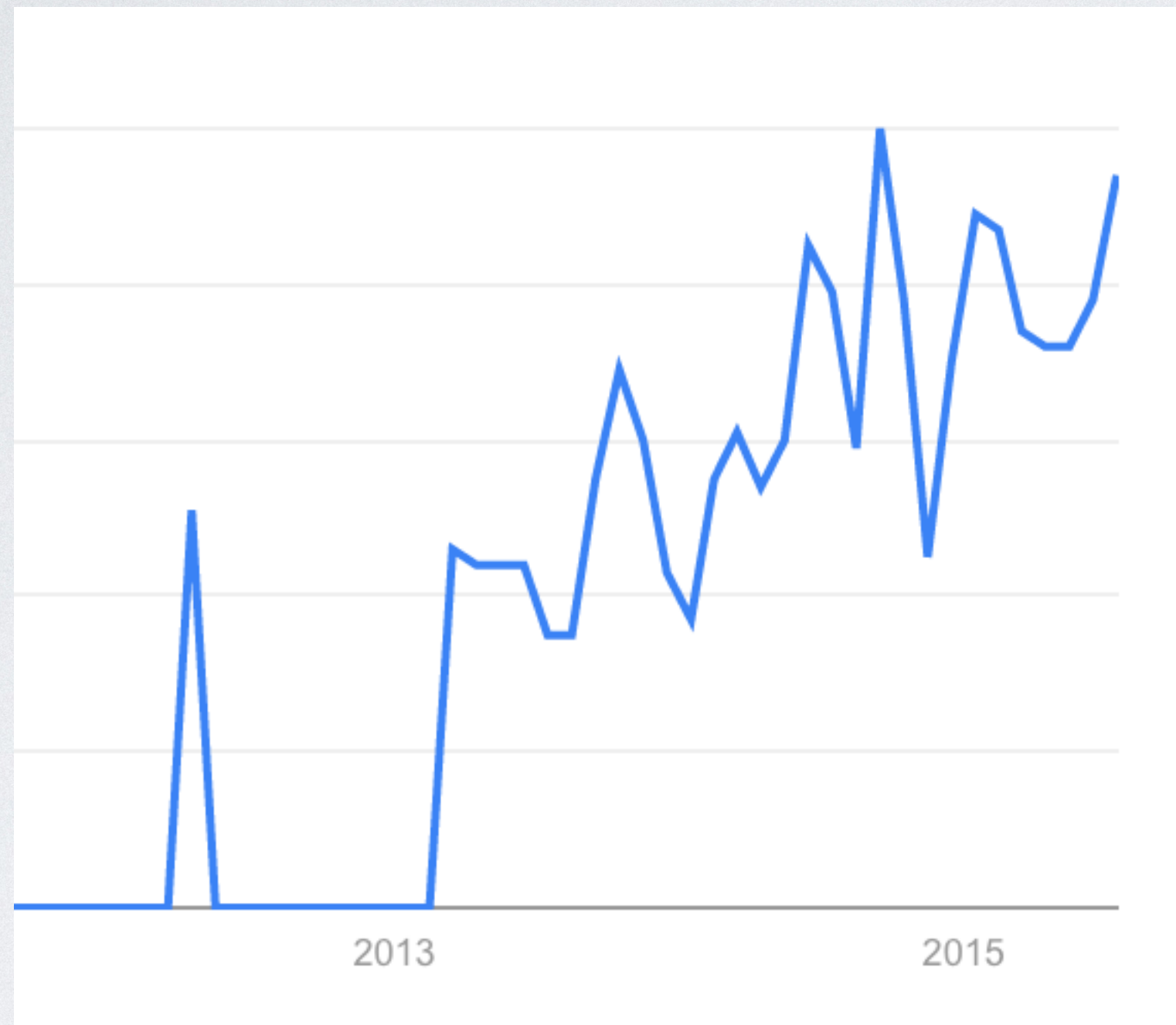
COMMUNITY AS A BUSINESS DEVELOPMENT TOOL

LET'S TALK CASES A BIT

PHP COMMUNITY OVERVIEW



Drupal™



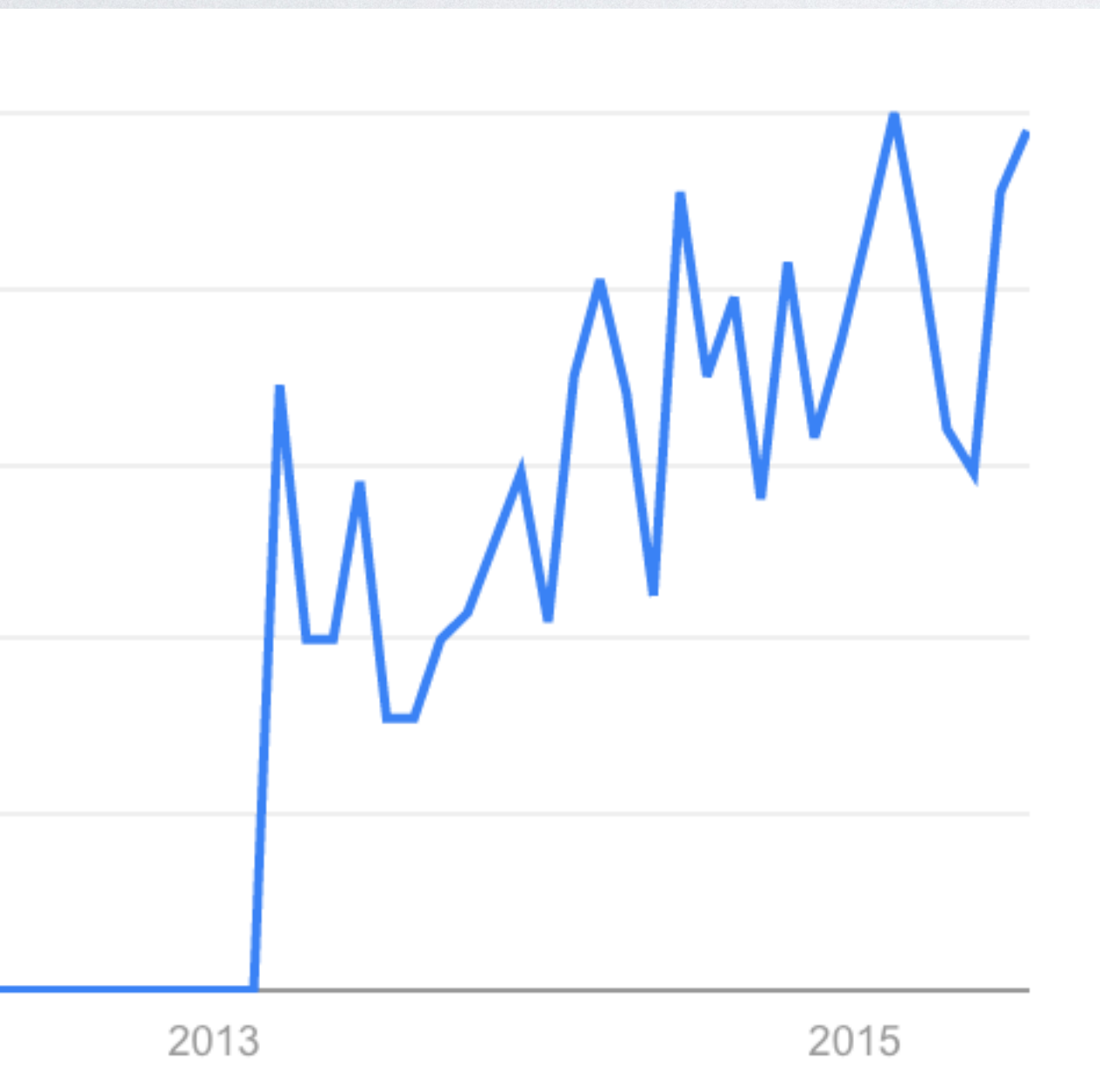
- 3 weeks, one developer
- Materials
- Extensive community activities
- Partnership with Drupal Association

2014 RESULTS FOR DRUPAL

- Default Drupal IDE
- 30K+ plugin users
- Successful interests lobby
- Tailored open-source program

WORDPRESS

Story



TECHNOLOGY PARTNERSHIPS

CO-MARKETING AND NON-TECHNICAL PARTNERSHIPS

PLUGIN DEVELOPERS ECOSYSTEM



TRAININGS AND CONSULTING

BE A PART OF THE COMMUNITY

AND... HOME ASSIGNMENT!



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