



FREEHIVE

Market Your Cause, Project, or Self like a Pro

By Ryan Gorley

Background

Market Your Cause, Project, or Self like a Pro

Who is Ryan Gorley?

- Creative Director at Freehive
- Contributor to Inkscape, Fedora Design, elementary, AntennaPod, and SCaLE
- MBA and former marketing executive

What is Freehive?

- A creative agency doing web design, video/animation, product rendering, graphic design, branding, etc.
- Exclusively use free and open source creative software
- Clients Include: Canonical, GNOME, Mozilla, and System76

So what?

- This is the source code of my career.
- Ask questions. Use what is useful. Improve upon it.
- I want you to succeed!

Outline

Market Your Cause, Project, or Self like a Pro

- 1 Identify the Opportunity**
- 2 Position the Solution**
- 3 Connect with People**
- 4 Learn and Improve**

Identify the Opportunity

Market Your Cause, Project, or Self like a Pro

- 1 What problems am I able to solve?**
- 2 Who are my solutions valuable to?**
- 3 How else are people solving these problems?**
- 4 Where is the opportunity for me to succeed?**

What problems am I able to solve?

Who are my solutions valuable to?

How else are people solving these problems?

- Direct Competitors
- Indirect Competitors

Where is the opportunity for me to succeed?

- Graphing Opportunities
- Finding a "Blue Ocean"

Position the Solution

Market Your Cause, Project, or Self like a Pro

- 1 Who am I communicating to?**
- 2 What value does my solution provide them?**
- 3 How is my solution different, better, or special?**
- 4 What evidence can persuade them to believe?**
- 5 What is their first step?**

Who am I communicating to?

- Psychographics
- Deciders, Influencers, and Gatekeepers
- Segmenting
- Personas

What value does my solution provide them?

- Features vs Benefits
- Tangible and Intangible Value

How is my solution different, better, or special?

What evidence can persuade them to believe?

What is their first step?

- Incremental Conversions
- Funneling

Connect with People

Market Your Cause, Project, or Self like a Pro

- 1** How can I creatively reach my audience?
- 2** Where can I creatively reach my audience?
- 3** What impression do I want to leave?

How can I creatively reach my audience?

- Static Media
- Played Media
- Interactive Media

Where can I creatively reach my audience?

- Community Events
- Social Media
- Publications
- Forums
- Podcasts
- Review Sites
- Search Engines
- Etc.

What impression do I want to leave?

- Brand Imaging
- Brand Voice

Learn and Improve

Market Your Cause, Project, or Self like a Pro

- 1 Measure What Matters**
- 2 Learn the Correct Lesson**
- 3 Try, Try Again**

Measure What Matters

- Ethical Analytics
- Conversion Tracking

Learn the Correct Lesson

- Statistical Significance

Try, Try Again

Summary

Market Your Cause, Project, or Self like a Pro

- 1 Identify the Opportunity**
- 2 Position the Solution**
- 3 Connect with People**
- 4 Learn and Improve**

Identify the Opportunity

- 1 What problems am I able to solve?
- 2 Who are my solutions valuable to?
- 3 How else are people solving these problems?
- 4 Where is the opportunity for me to succeed?

Position the Solution

- 1 Who am I communicating to?
- 2 What value does my solution provide them?
- 3 How is my solution different, better, or special?
- 4 What evidence can persuade them to believe?
- 5 What is their first step?

Connect with People

- 1 How can I creatively reach my audience?
- 2 Where can I creatively reach my audience?
- 3 What impression do I want to leave?

Learn and Improve

- 1 Measure What Matters
- 2 Learn the Correct Lesson
- 3 Try, Try Again

Reach Out

Email: ryan@freehive.com

Mastodon: [@ryangorley@mastodon.social](https://mastodon.social/@ryangorley)

Twitter/X: [@ryangorley](https://twitter.com/ryangorley)

LinkedIn: [linkedin.com/in/ryangorley](https://www.linkedin.com/in/ryangorley)