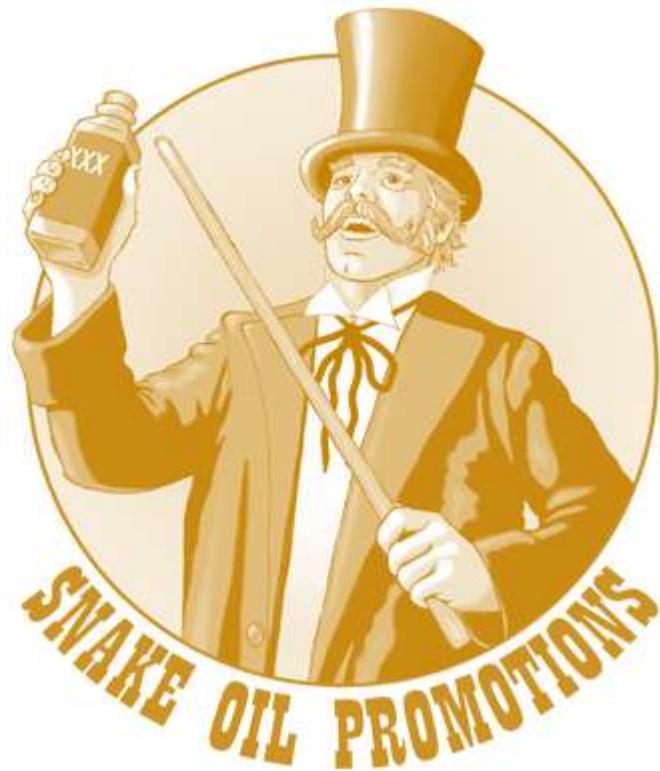


Evangelism

Timo Elliott, July 2013



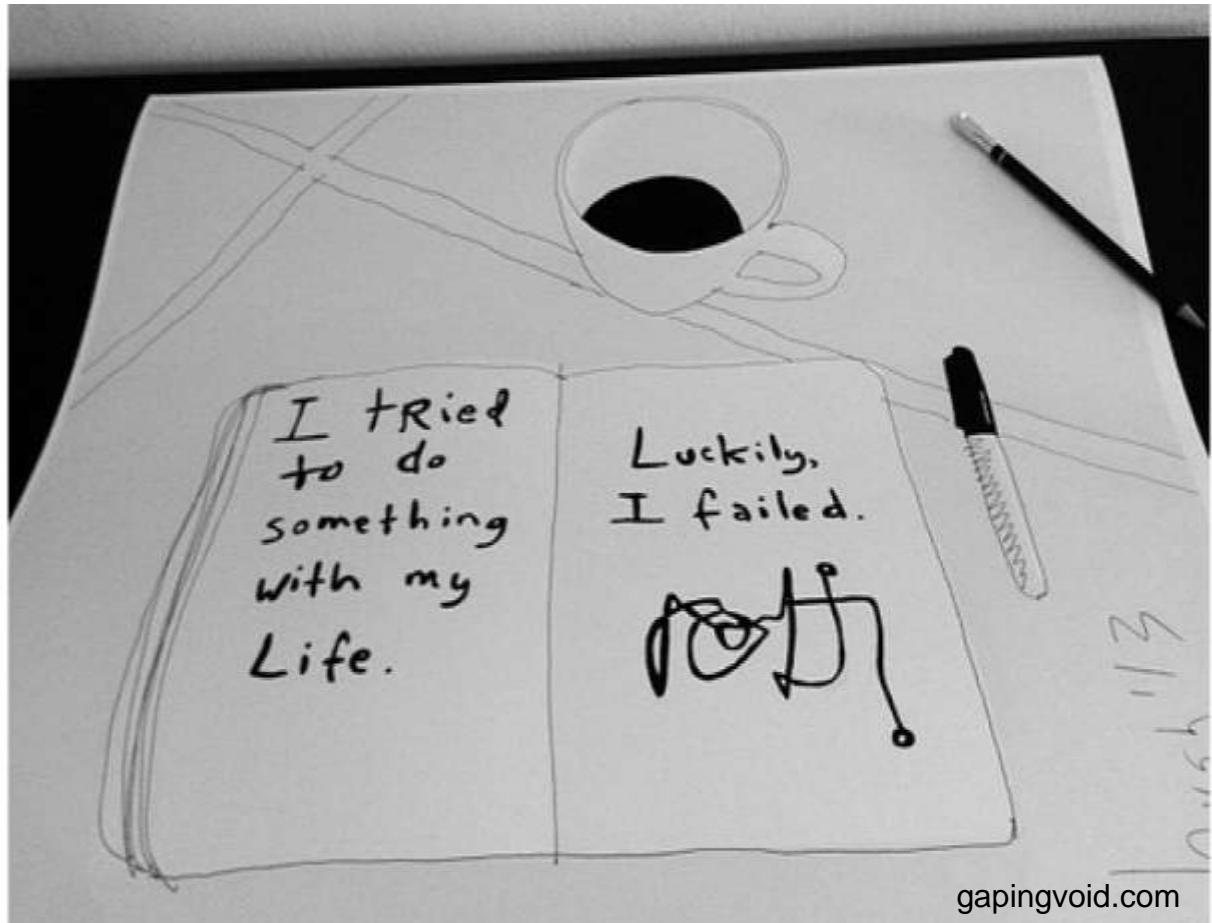
Introduction



Timo Elliott
Innovation Evangelist

*“Passionately part of
SAP’s future”*

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gapingvoid.com

What Is An Evangelist?



The Greek word εὐαγγέλιον (latinized to *Evangelium*) originally meant a reward given to the messenger for good news (εὖ = "good", ἀγγέλλω = "I bring a message")

Some prefer “advocate” or “champion”

What I Do – Other Evangelists May Be Very Different

Present at 40+ conferences and events / year

100+ Blog posts / year (multiple channels)

“Social Ambassador” role at events

Customer strategy days

Press and analysts

Internal evangelism

Other social media (9.7K on Twitter, etc.)

**Self-promotion is a necessary part
of the role!**

“Probably one of the best Powerpoint presentations I have seen to date!”

Trevor McConnell

“Please accept my sincere appreciation for the outstanding presentation. This presentation was the most interesting I have had in years.”

Tony Betkolia

“Your presentation was one of the best presentations I have experienced in a very long time. Excellent delivery, good examples and contents as well as great supporting visuals...”

Sales Manager, Component Software, Norway.

“It really was a pleasure to hear your presentations... -- it's wonderful to meet people like you that are passionate about what they do.”

Paul O'Sullivan, Bank of Ireland

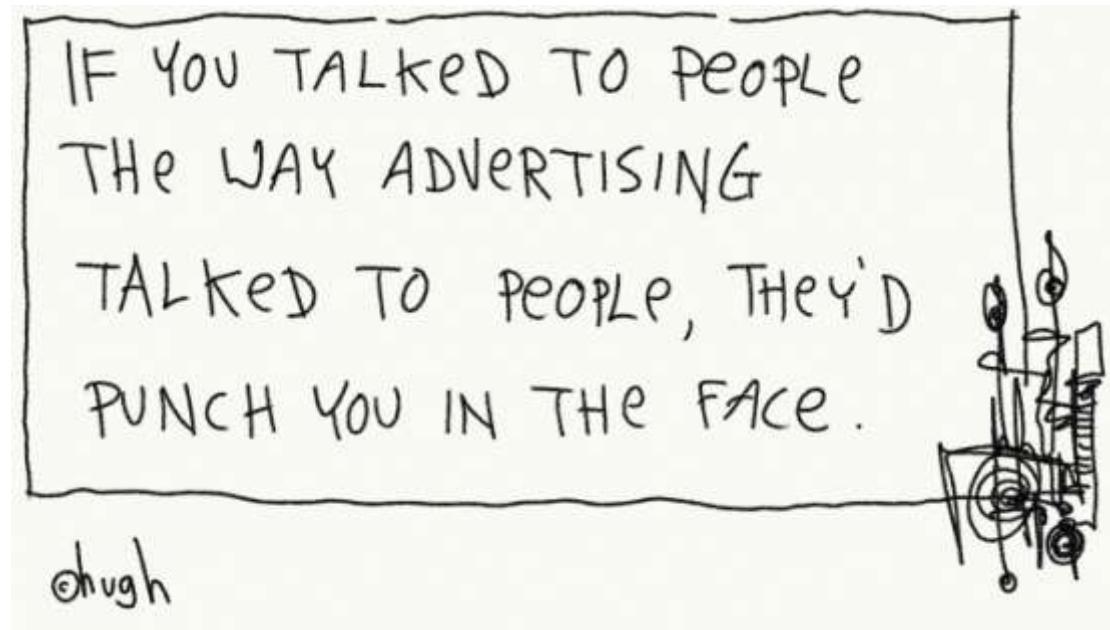
“[Your presentation] was the best one I've seen by a mile, and my colleagues agree with me.”

Joe Ferreria, Deutsch Bank



What Is Evangelism?

Basically, it's "just" marketing [but not as in "that's just marketing"]



gapingvoid.com

Enterprise Software is Complex and Confusing

Potentially confusing products to solve complex and confusing business issues.

To “help people buy,” companies must explain and describe:

How the technology works

How to buy products

How to install and use products

What other customers are doing

And customers are buying into the future as much as today’s product (or more), so:

Thought leadership

Brand image

Inspiration

= “Evangelism” = Marketing

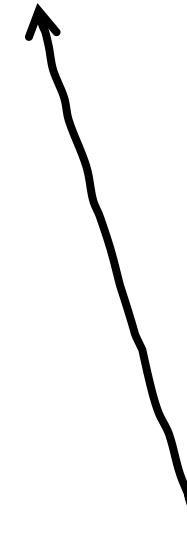
Evangelism

Content, Communication, and Community

Find something
INTERESTING

Tell STORIES

**SHARE, discuss, im
prove**



Content



Social has brought a lot more transparency – and if you're naked, you'd better be buff!

But marketing still has a megaphone.

What should they do with it?

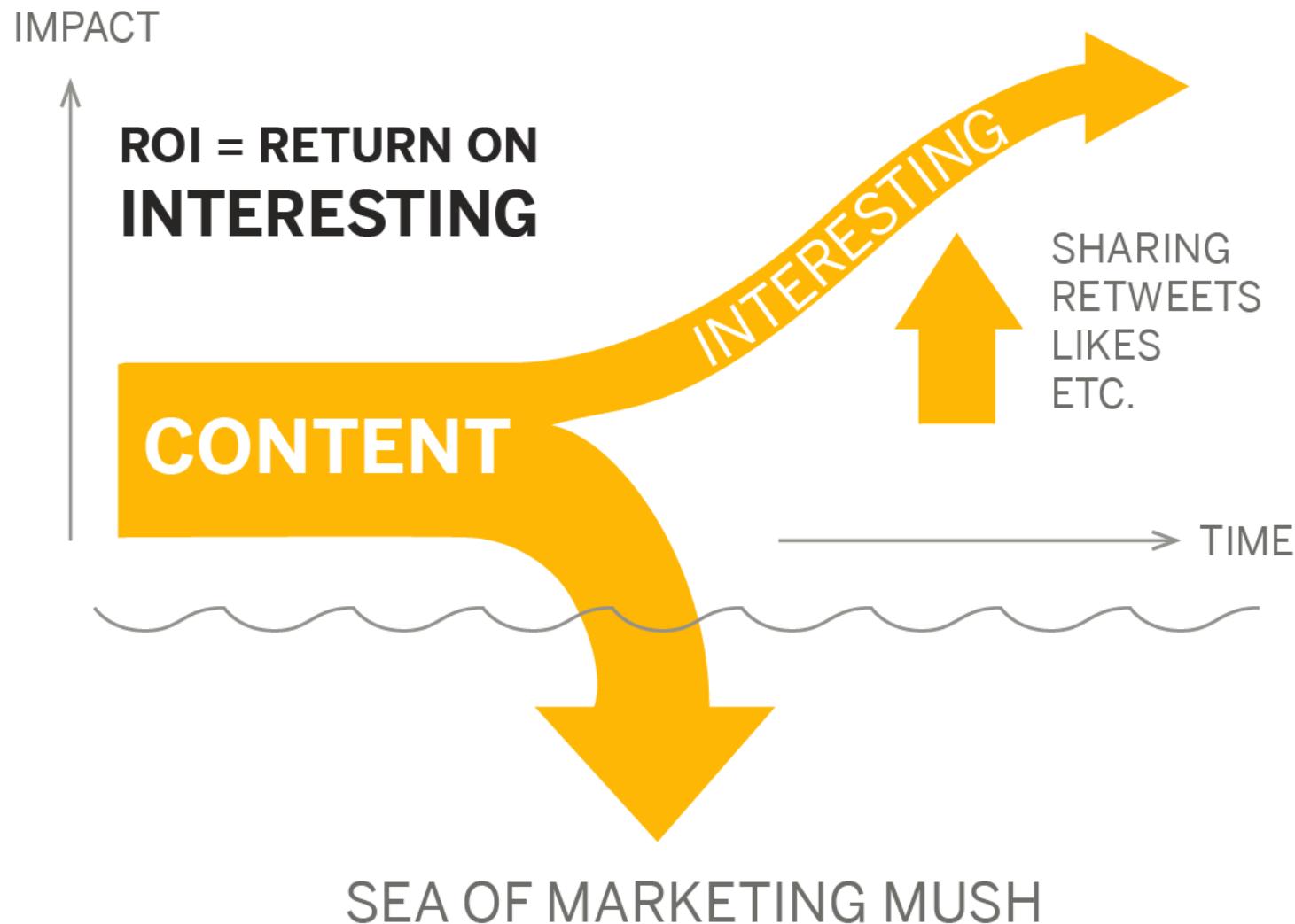
Be “Interesting”



Howard Gossage

**NOBODY READS ADS
PEOPLE READ WHAT
INTERESTS THEM
SOMETIMES IT'S AN AD**

Marketing ROI = Return on Interesting

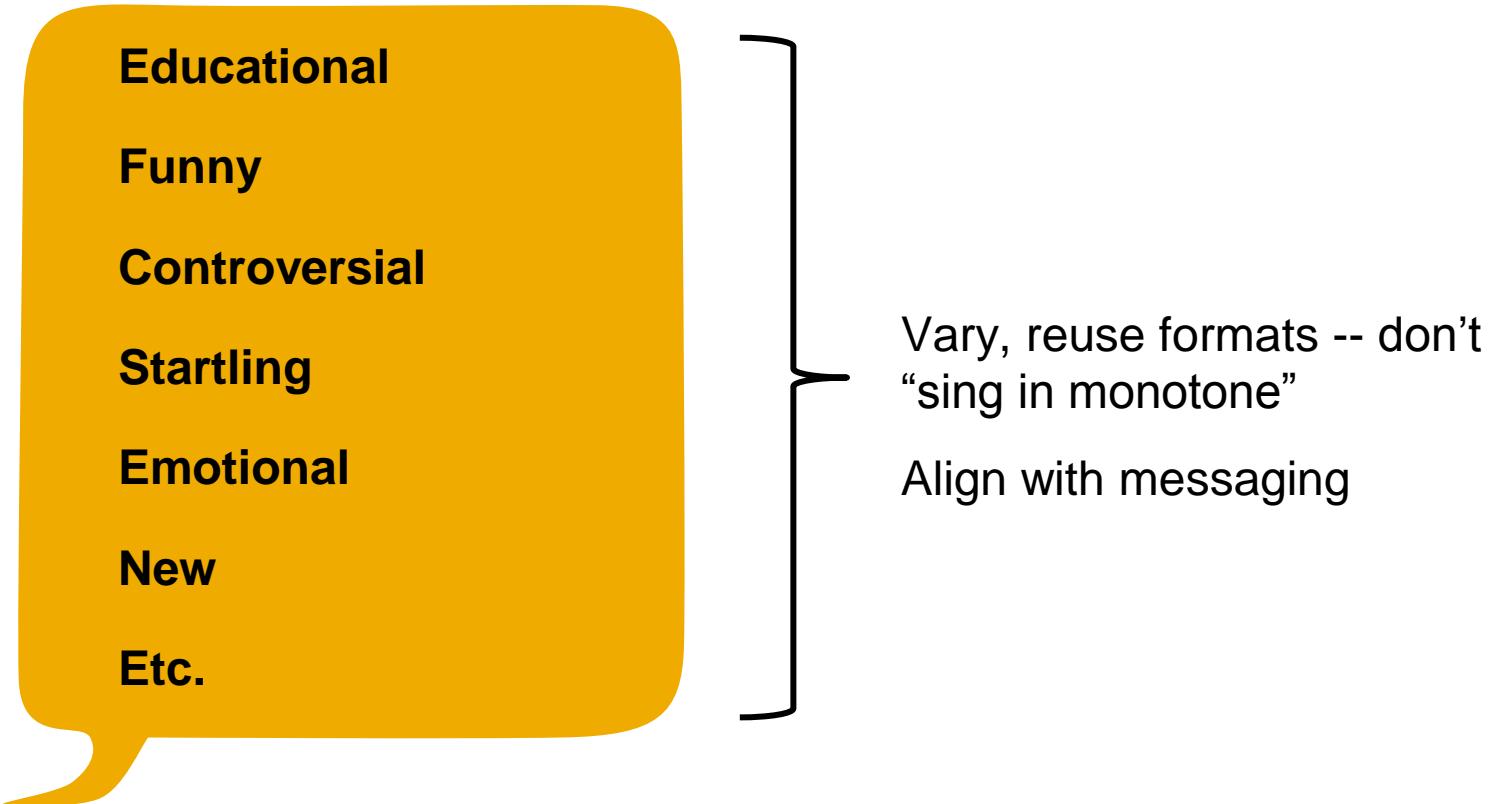


Evangelists Have An “Interesting” Advantage

Evangelists have a lot of marketing advantages:

- **Domain knowledge (so they can tell what is interesting)**
- **Direct communication (encourages candor)**
- **Fast-paced (typically don't have to coordinate big teams)**
- **Instant feedback (presentations, conversations)**
- **Iterative (can adapt develop over several conferences)**
- **Sink or swim (strong incentives for “quality,” or not invited back)**
- **Typically not measured (directly) on leads, less paperwork!**

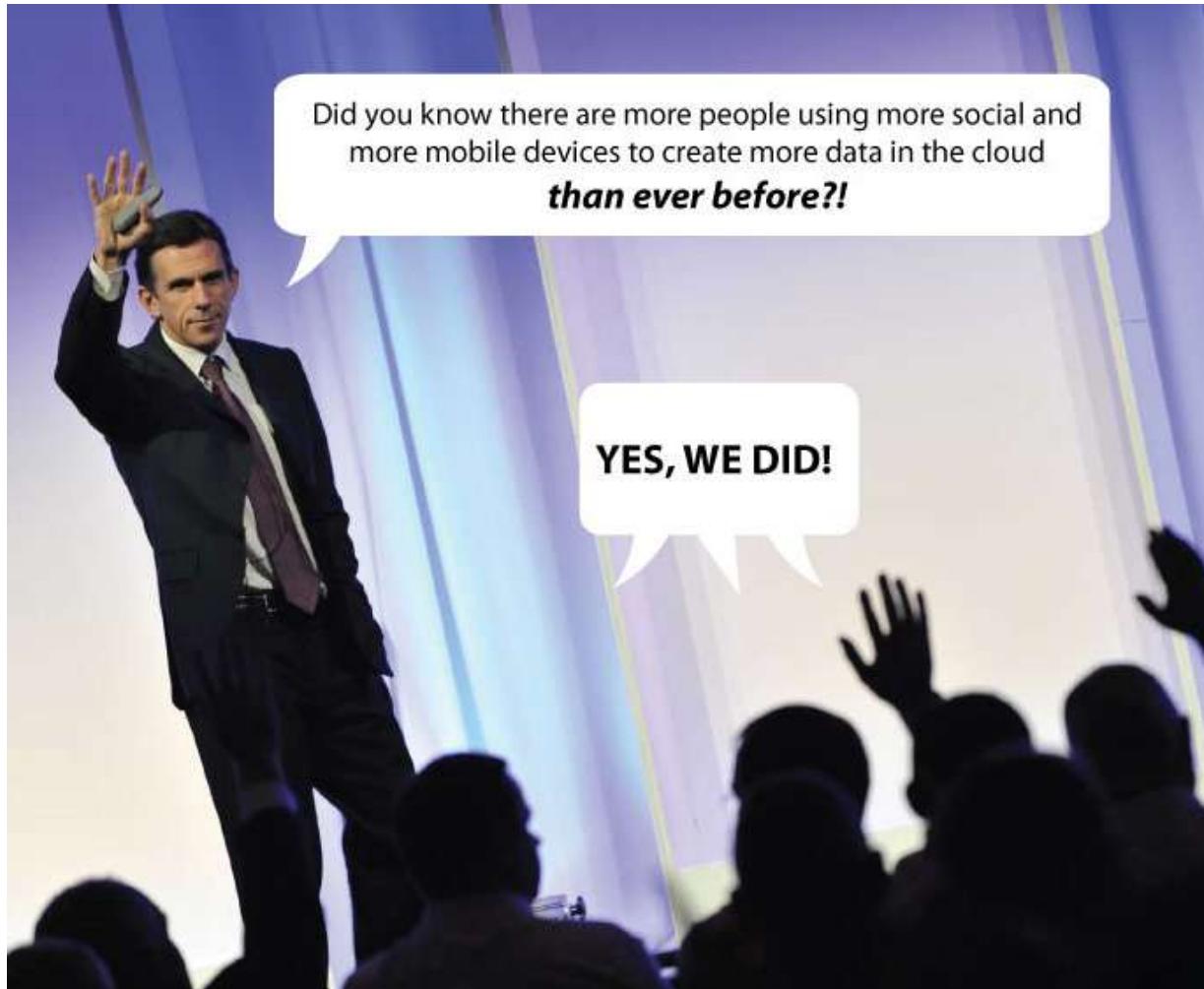
“Interesting” is A Very Elastic Concept*



* But “professional, slick, polished” is NOT INTERESTING on its own

Interesting is HARD

Make sure you're adding to what's already out there



Communicate

PASSION



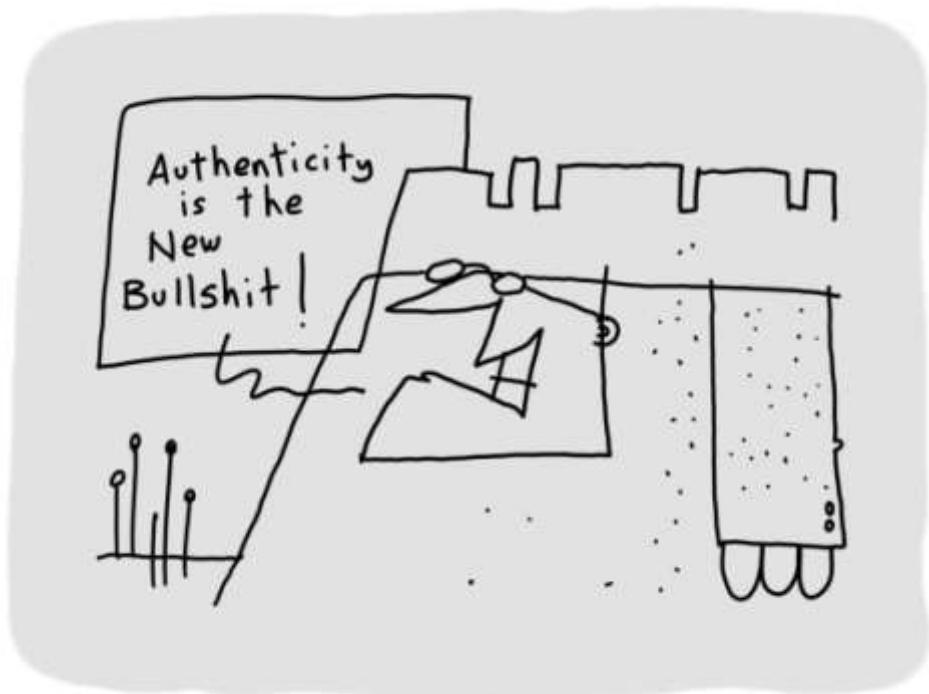
Keep It Real

Authenticity is the key to success.

[Once you can fake that,
you've got it made...]

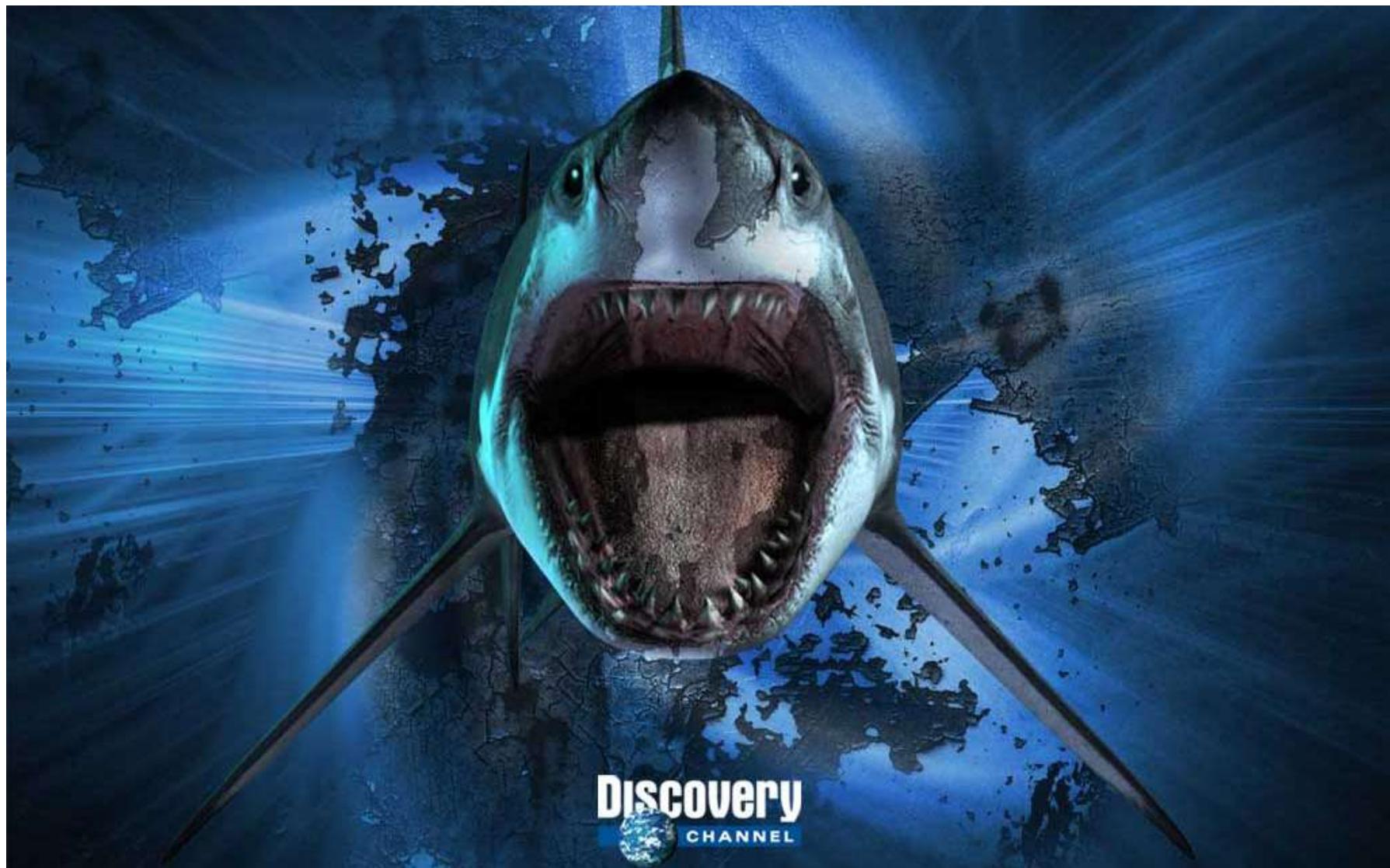
Tests:

- Am I interested?
- Would I talk to my own relative this way?
- Would I still say this if I worked for a competitor?



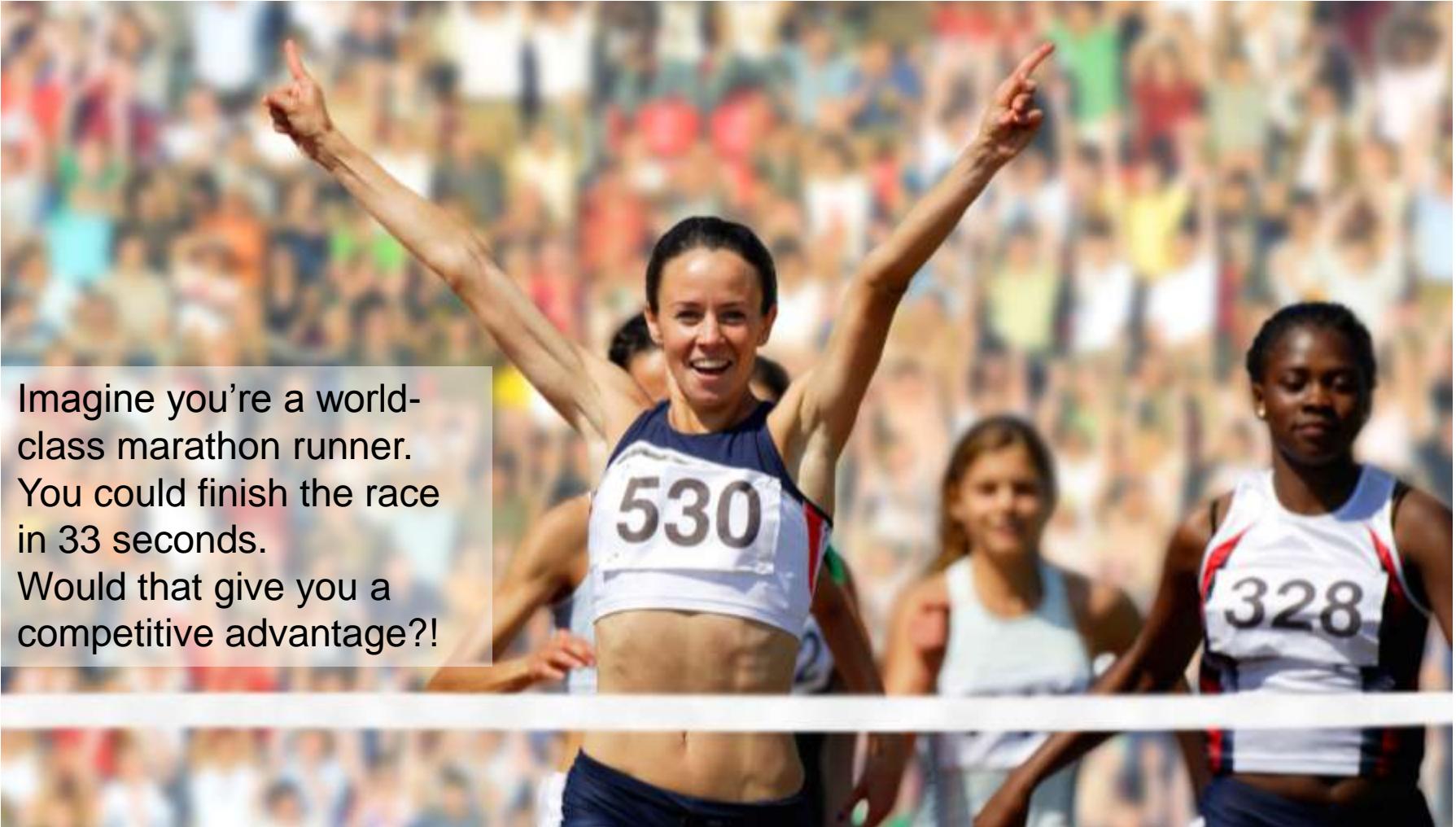
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My Role Model (Yours May be Different)



Use Analogies

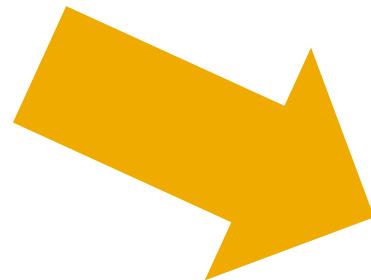
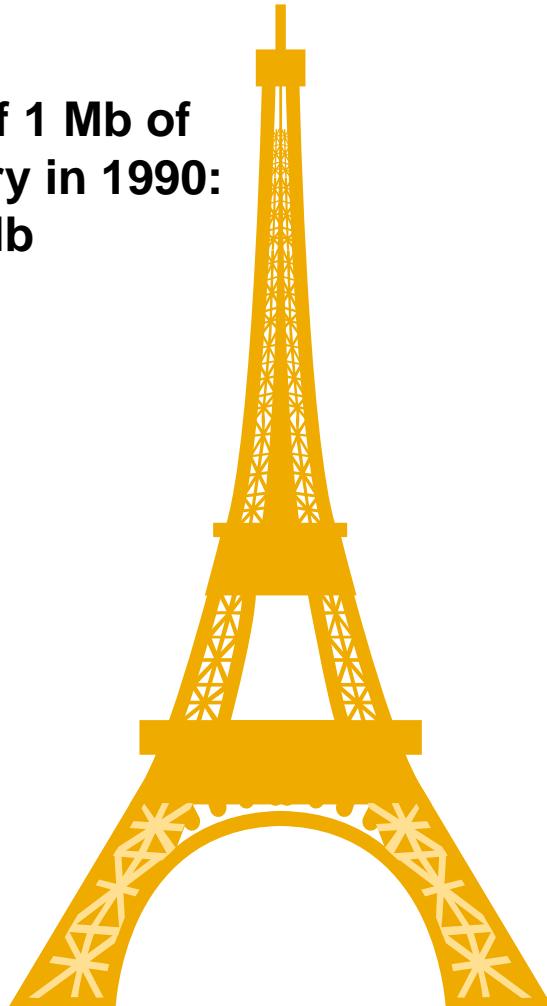
“300x faster” is just a number.



Imagine you're a world-class marathon runner. You could finish the race in 33 seconds. Would that give you a competitive advantage?!

Use Analogies

**Cost of 1 Mb of
memory in 1990:
€46 / Mb**

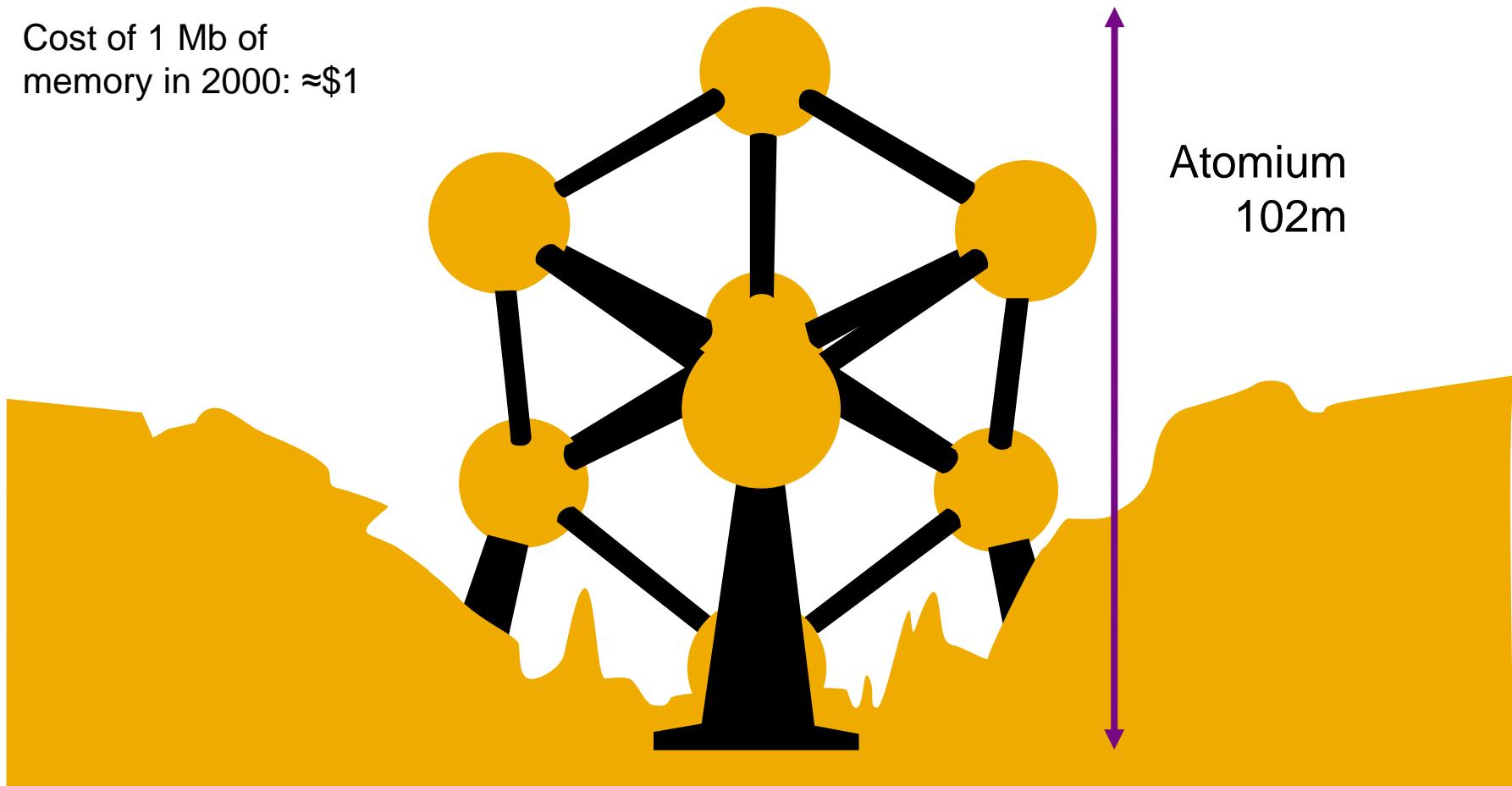


2010: <1c

Should expect changes!

Vary by Audience: Belgium

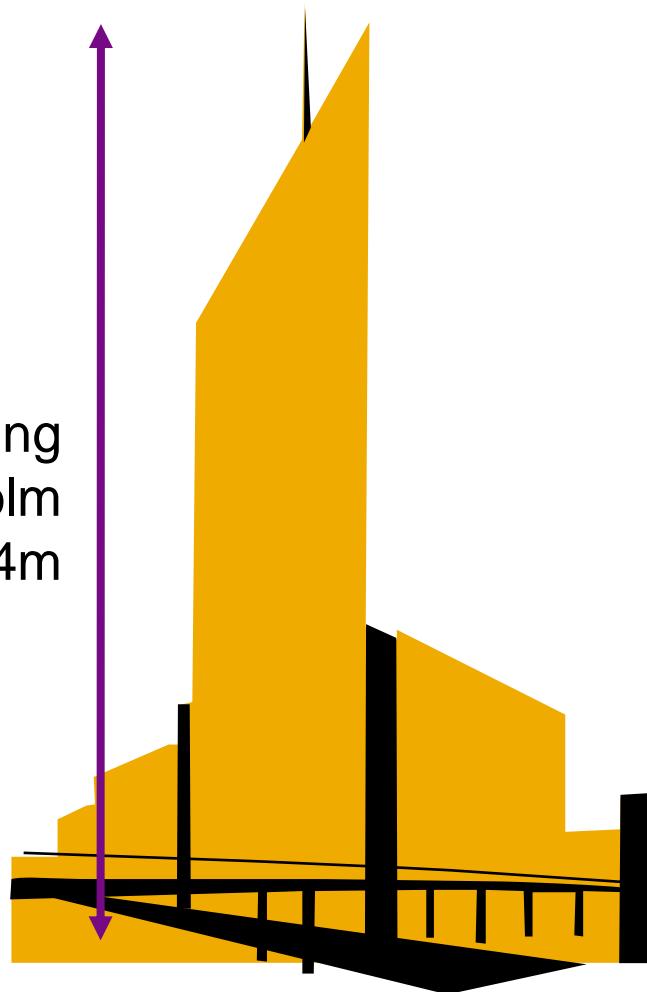
Cost of 1 Mb of
memory in 2000: ≈\$1



Vary by Audience: Stockholm

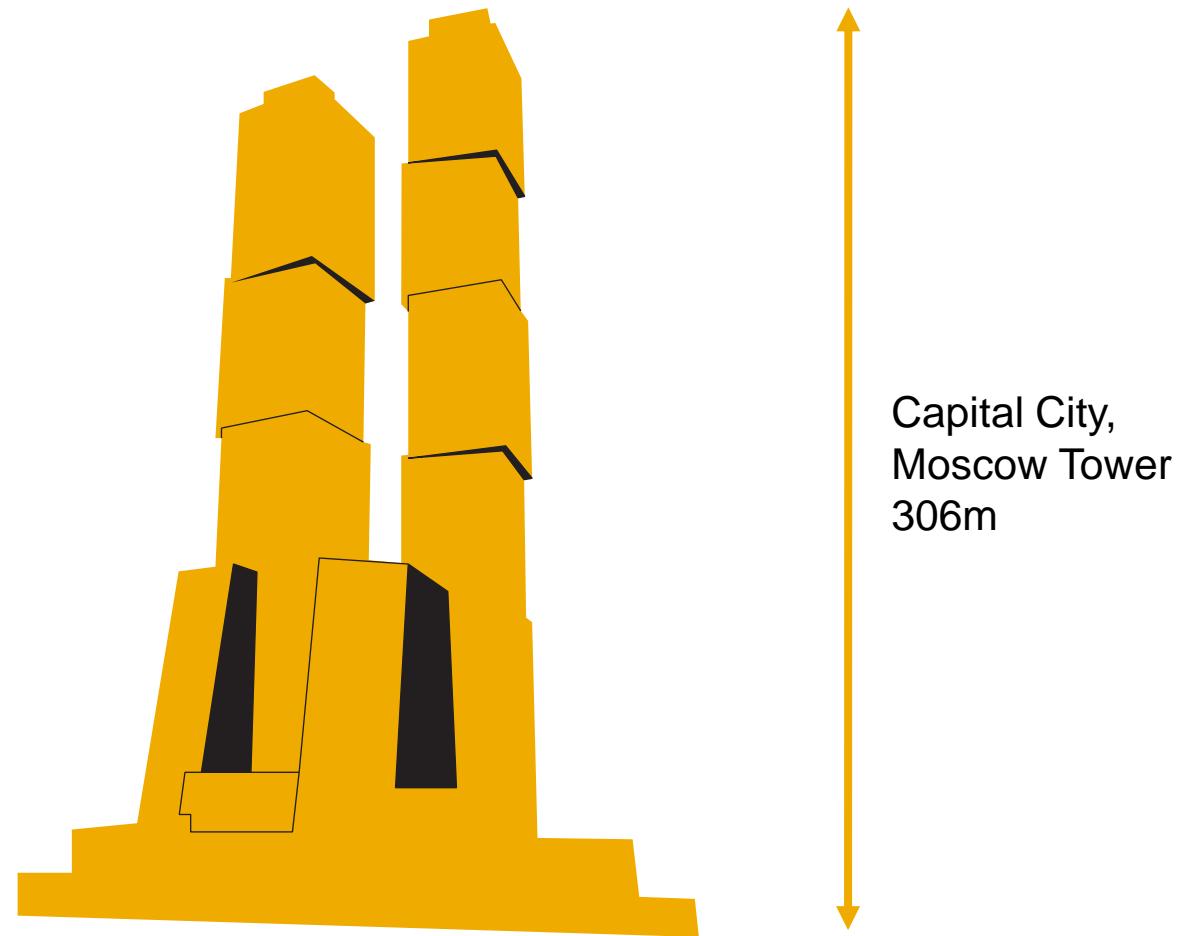
Cost of 1 Mb of
memory in 2000: ≈\$1

Kista Science Building
Stockholm
124m



Vary by Audience: Russia

Cost of 1 Mb of
memory in 2000: ≈\$1



Vary by Audience: Russia

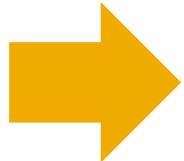


Cost of 1 Mb of memory
today: \approx 1 cent

And shrinking....

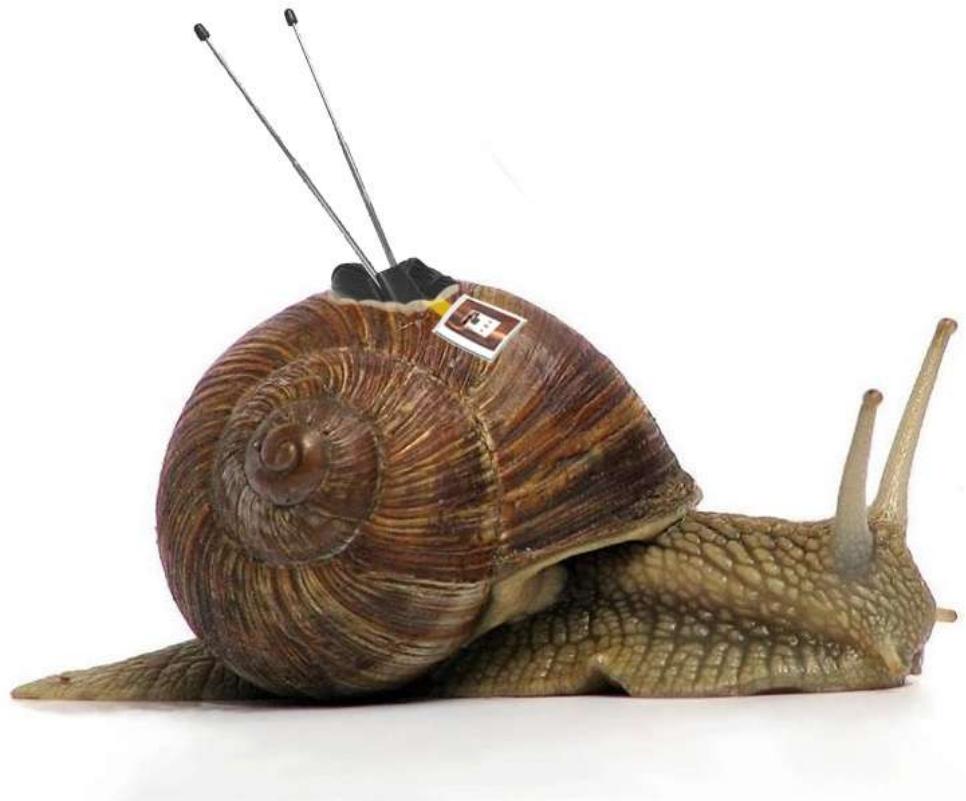
Alexander Sizonenko: 2.39m
Height of hoop 3.08m

Use Analogies



**A transformative technology that
slowly but surely upturns the whole
industry**

Tell Stories



Some Other Evangelist Skills



Evangelism by Team

I believe the future of marketing is evangelism, but carried out by agile, collaborative teams rather than individuals:

Subject-matter experts

Messaging experts

Journalists and storytellers

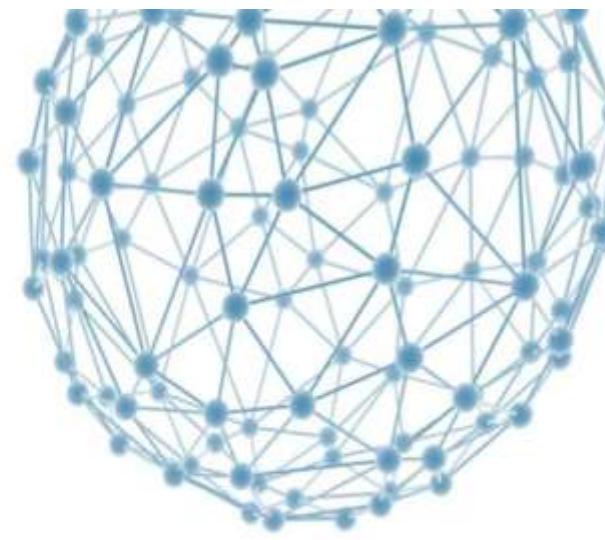
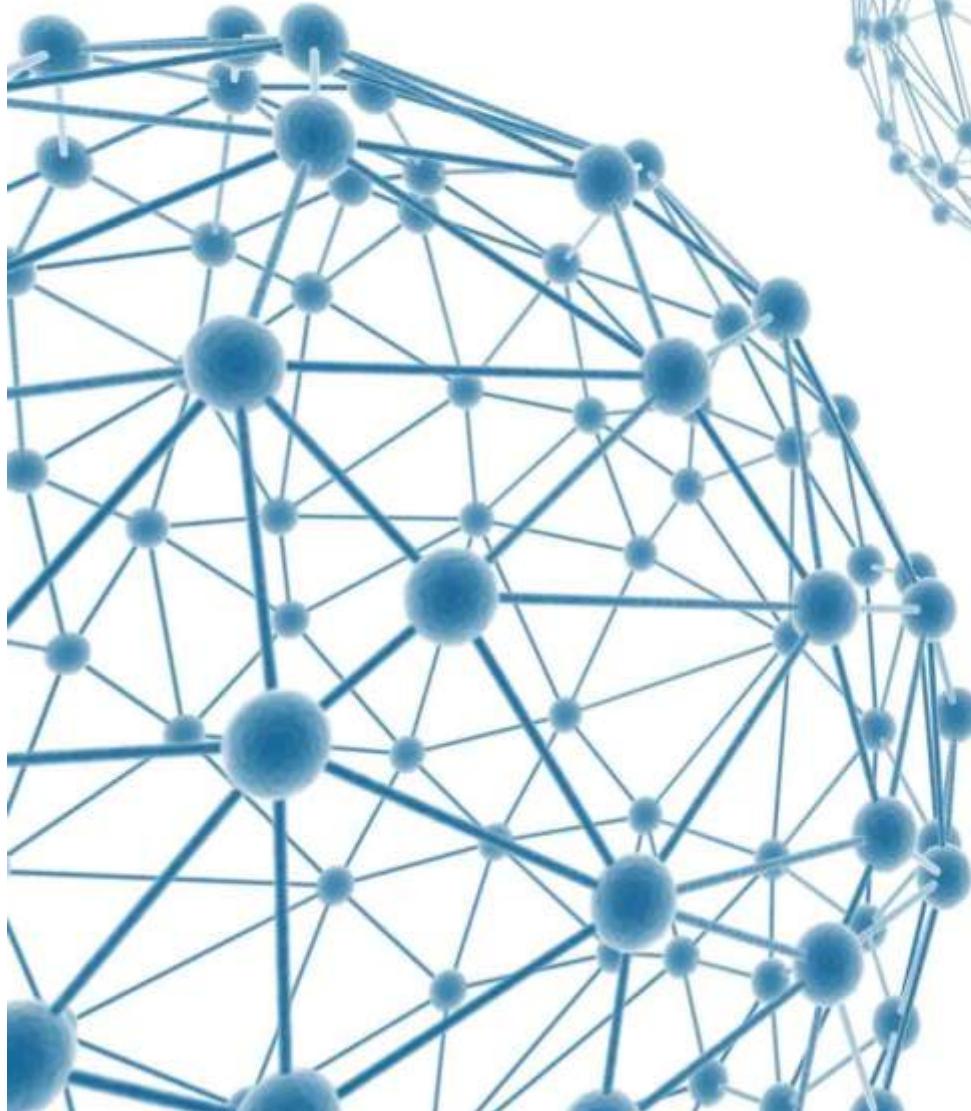
Editors

Data analysts

Project managers

Community organizers

Community



**Community is now
PART OF THE PRODUCT**



Use Community To Increase Quality



Come down from the marketing ivory tower, and iteratively engage with the community.

1. Come up with, or find, something you think is *interesting*.
2. Test whether it is indeed interesting by generating discussion
3. Use those discussions to refine the idea to make it more interesting
4. *Then* invite others to the conversation (= “a campaign”)
5. And invite them to join the community!

In an Ideal World, Marketing Would Could Get Out Of The Way

The customer community would evangelize, sell, and support new customers

E.g. Instagram at acquisition by Facebook

Users:	30 Million
Employees:	13
Marketing staff:	0
Community evangelists:	3
Value:	\$1 Billion



<http://instagram.com/timoelliott>

What I Find Hard About Evangelism

More work than you might think – just keeping up is hard!

“Appropriate authenticity”

Aligning with corporate message and branding

Company brand vs own brand

Measurement

- Important, but hard to do, and watch out for bad side-effects

Tradeoffs and prioritization

- Live vs. online, broad vs deep, business vs technical, new vs reuse, internal vs external, content vs community, etc. etc.

Staying connected internally, organization

LEVERAGE AND SCALE

Actions and Next Steps

Use social to engage with customers, influencers, competition...

Figure out your passion

Be *Interesting*

Practice random acts of Evangelism

Use social to measure, iterate, and improve our marketing

Help us all figure out how to apply Evangelism at scale

Thank you

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