

# Evangelism

Timo Elliott, July 2013



# Introduction



Timo Elliott  
**Innovation Evangelist**

*"Passionately part of  
SAP's future"*

timoelliott.com  
@timoelliott



# 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**

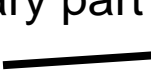
**Customer strategy days**

**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.”*

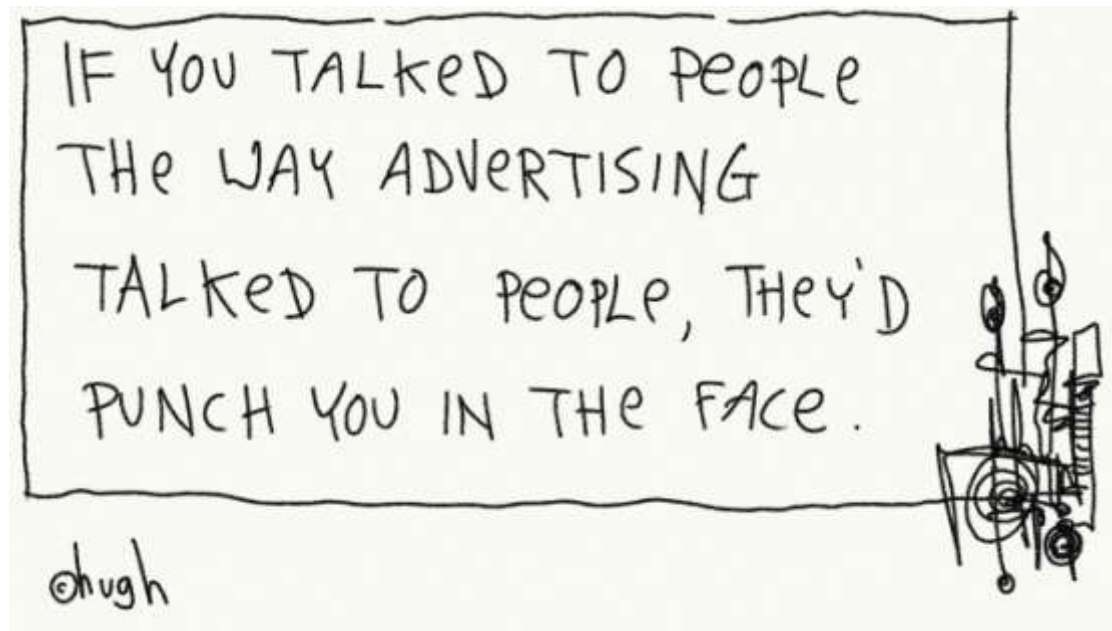
**Paul O'Sullivan, Bank of Ireland**

*“[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"]**



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# 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

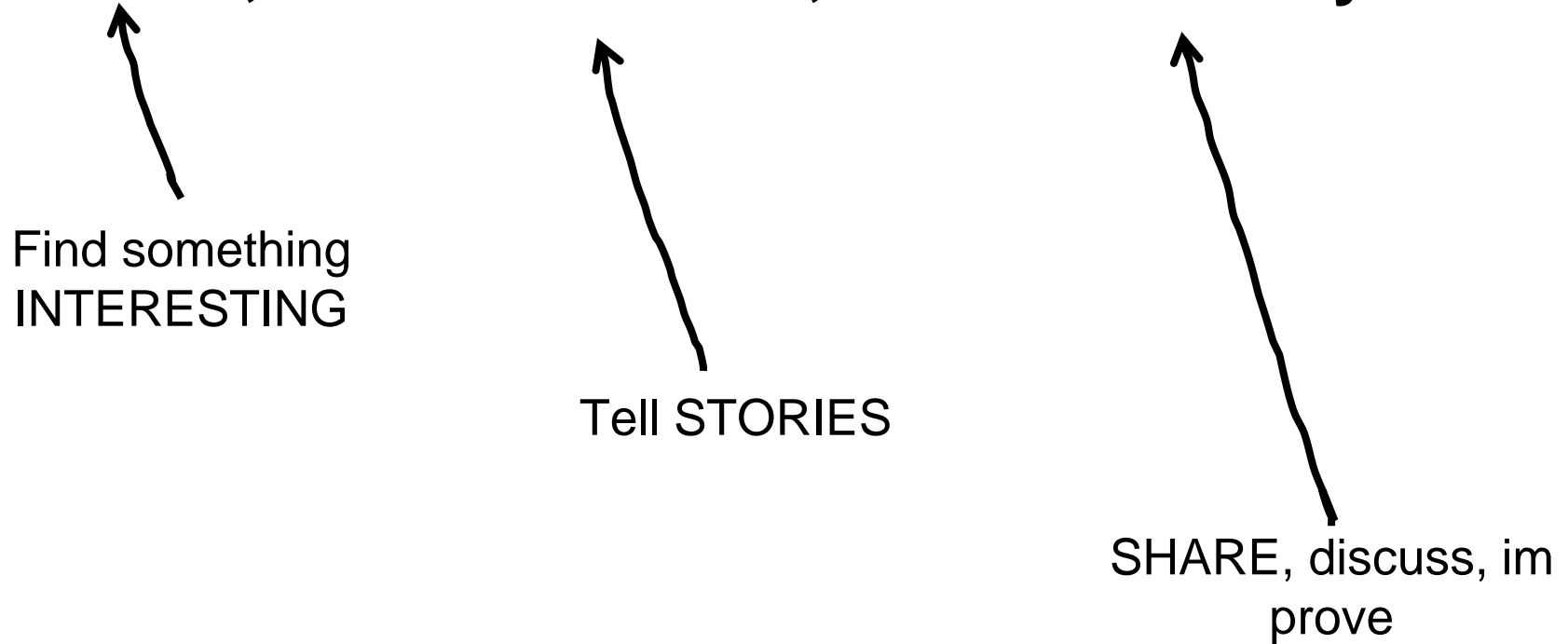
Brand image

Inspiration

**= “Evangelism” = Marketing**

# Evangelism

## Content, Communication, and Community



# 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?



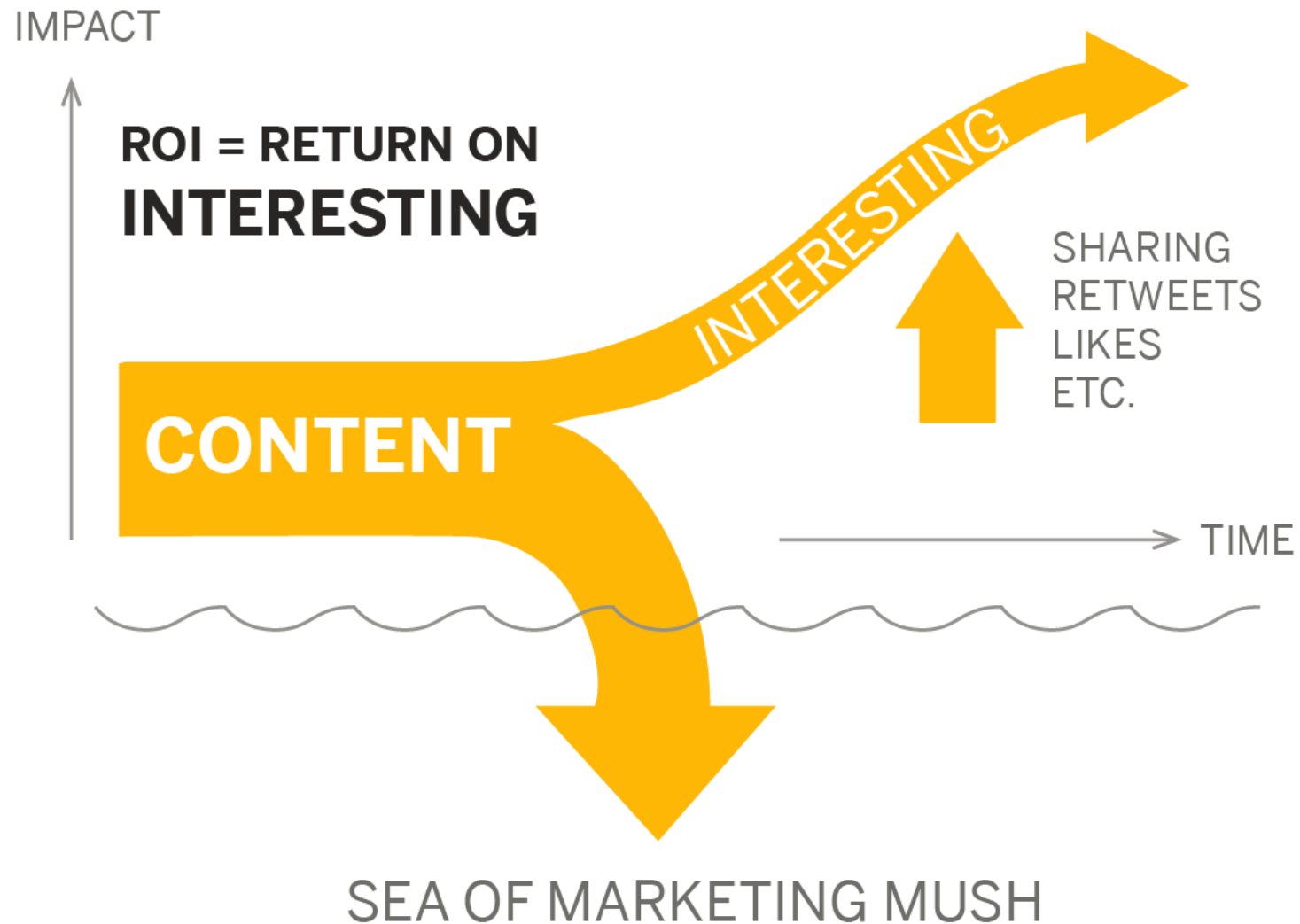
Be “Interesting”



Howard Gossage

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

# Marketing ROI = Return on Interesting

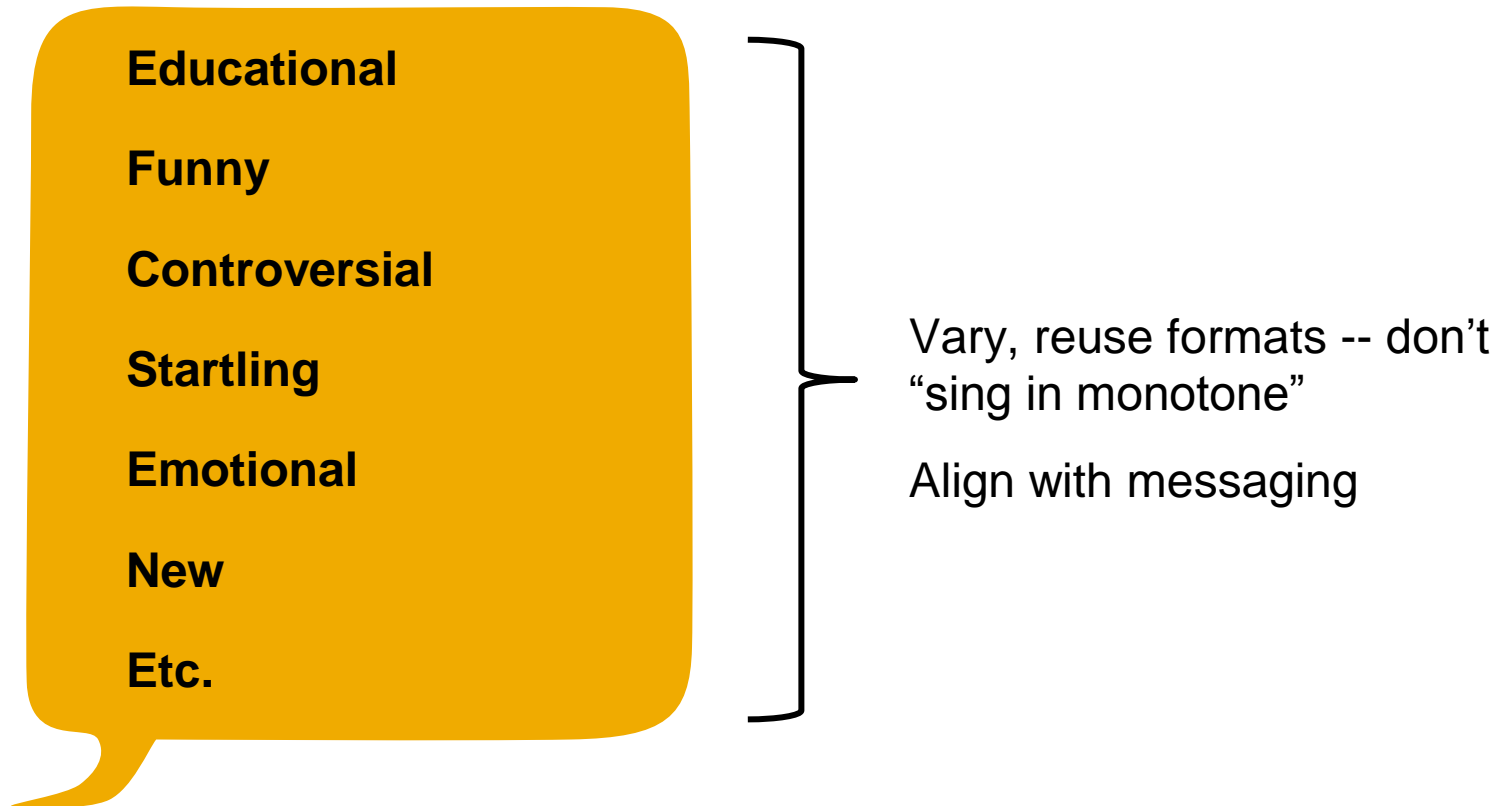


# Evangelists Have An “Interesting” Advantage

**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



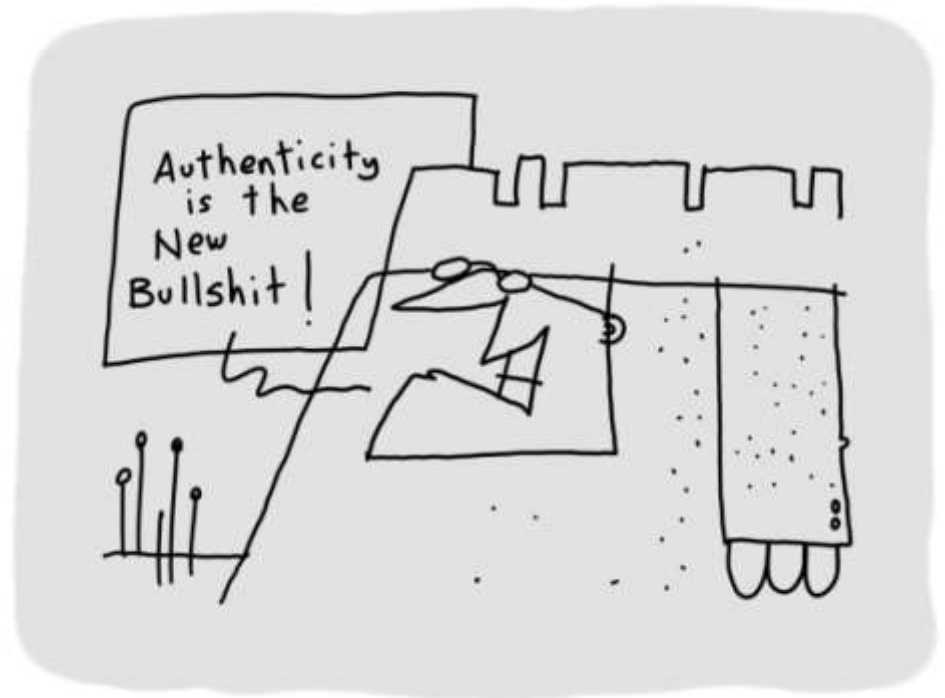
# Keep It Real

Authenticity is the key to success.

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

Tests:

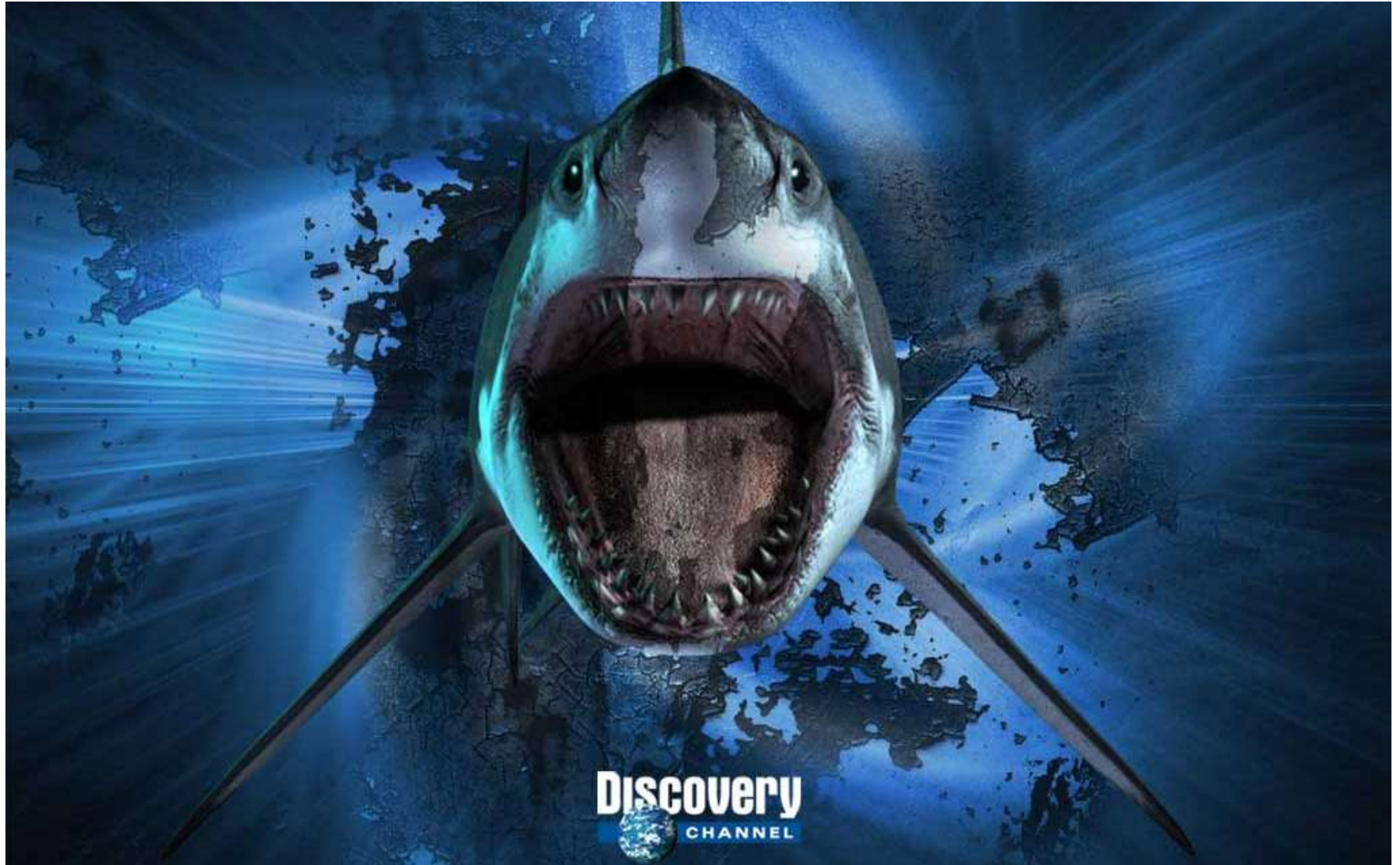
- Am I interested?
- Would I talk to my own relative this way?
- Would I still say this if I worked for a competitor?



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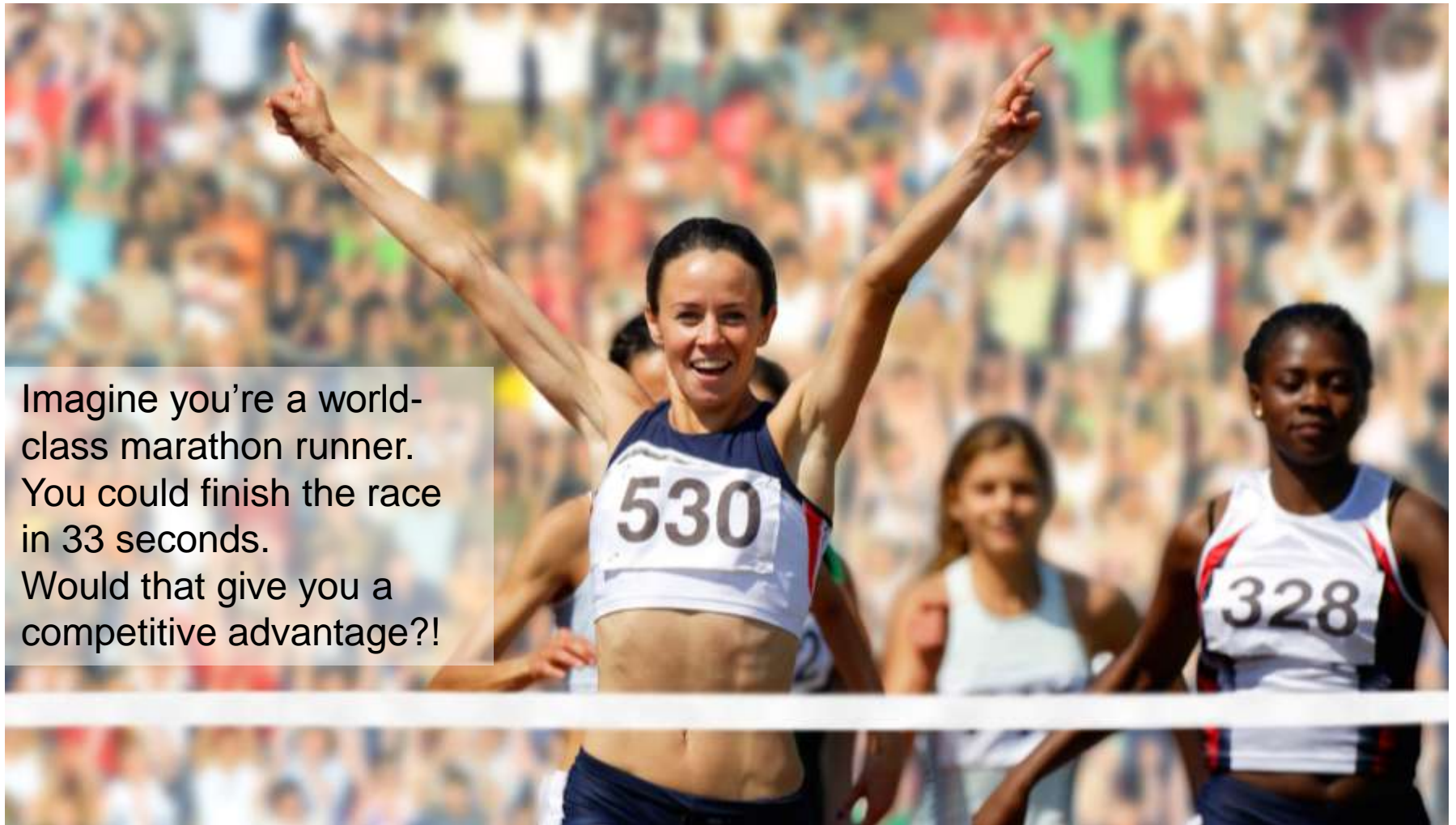
# My Role Model (Yours May be Different)





# Use Analogies

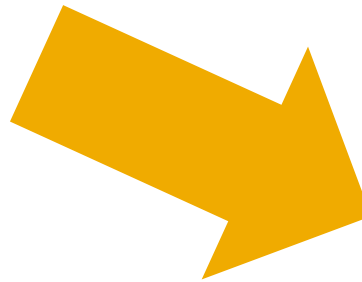
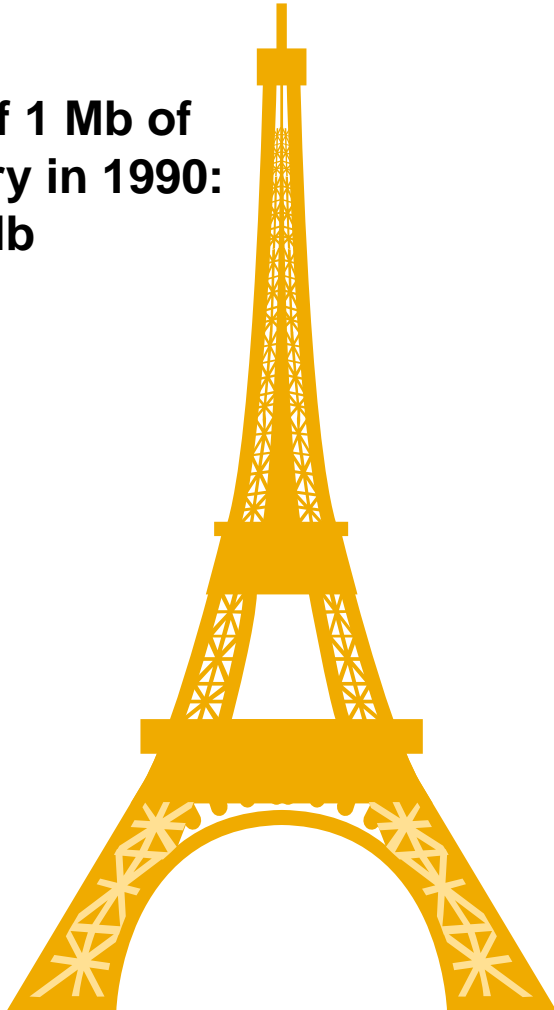
“300x faster” is just a number.



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**

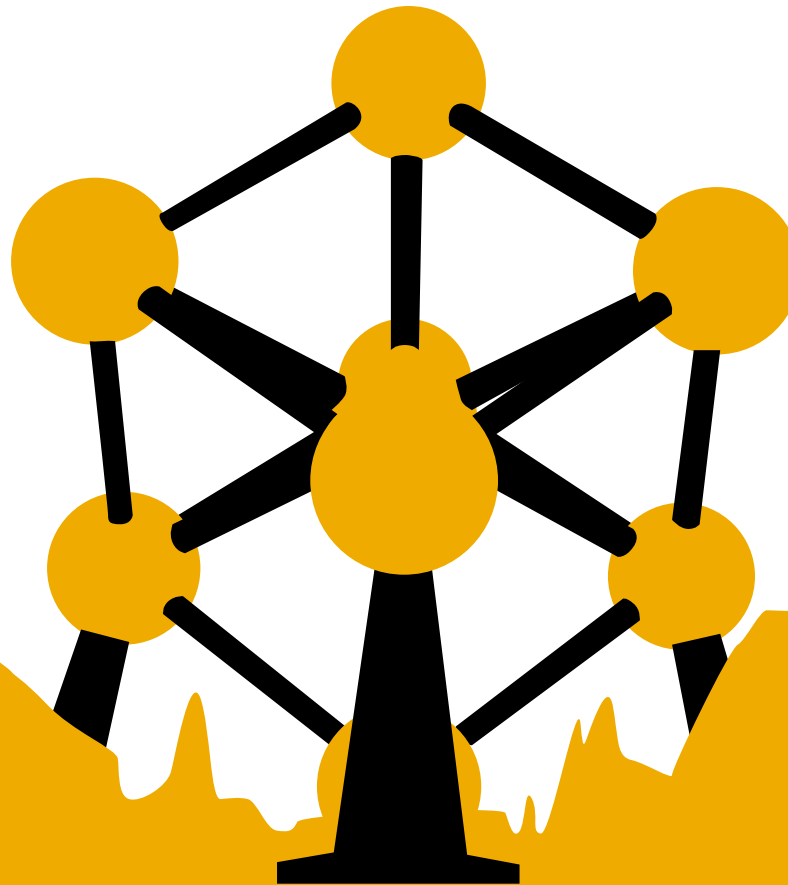


**2010: <1c**

**Should expect changes!**

## Vary by Audience: Belgium

Cost of 1 Mb of  
memory in 2000: ≈\$1

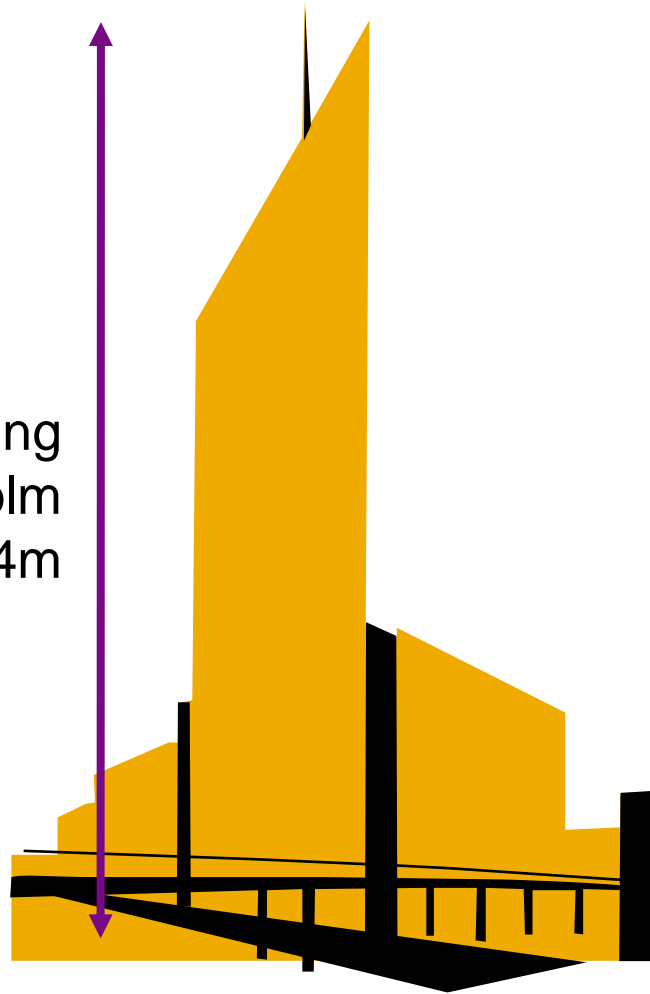


Atomium  
102m

# Vary by Audience: Stockholm

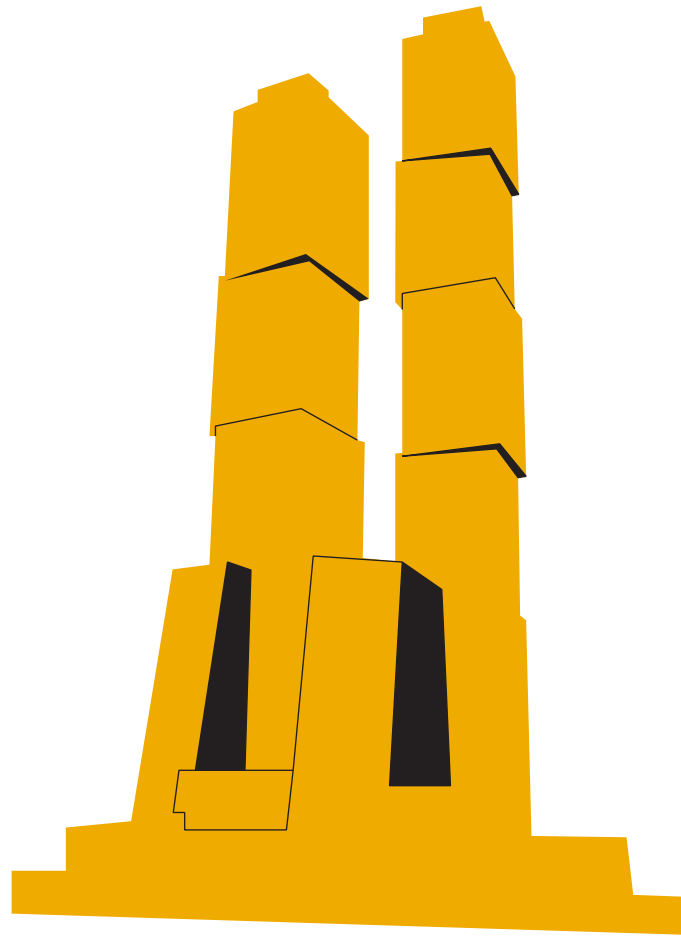
Cost of 1 Mb of  
memory in 2000: ≈\$1

Kista Science Building  
Stockholm  
124m



# Vary by Audience: Russia

Cost of 1 Mb of  
memory in 2000: ≈\$1



Capital City,  
Moscow Tower  
306m

## Vary by Audience: Russia



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

And shrinking....

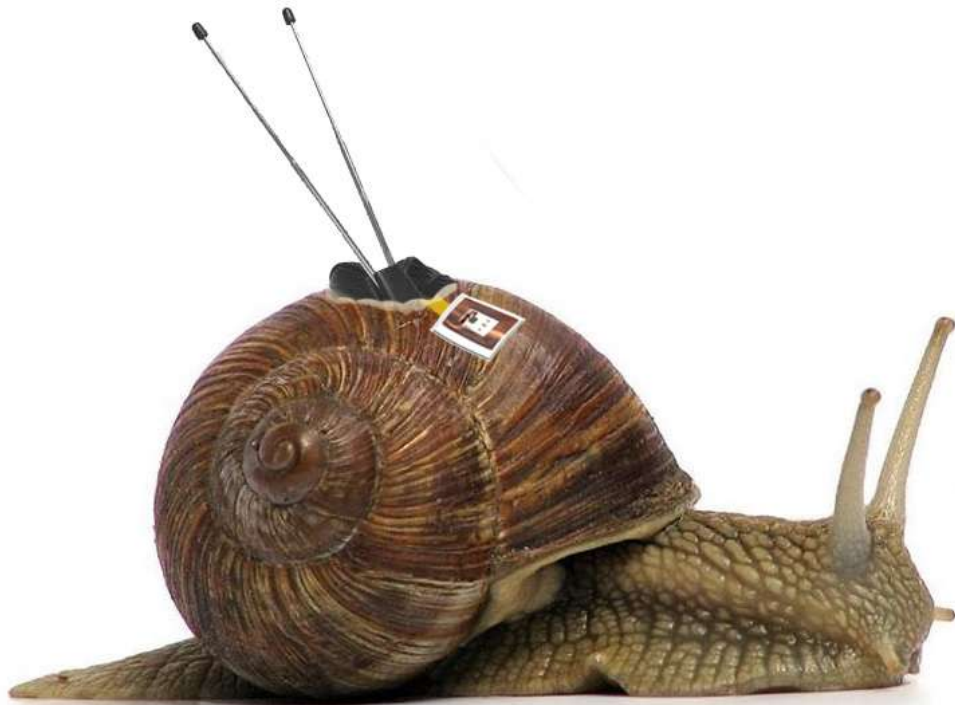
Alexander Sizonenko: 2.39m  
Height of hoop 3.08m

# 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

**Timo Elliott**

Email: [telliott@timoelliott.com](mailto:telliott@timoelliott.com)

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

Blog: [timoelliott.com](http://timoelliott.com)

