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A blog mostly about the Opera browser

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Ideas for marketing the desktop

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[DESKTOP](#), [OPERA](#), [MARKETING](#)

A Generous Caffeine Boost for Desktop Marketing

Opera has posted a job [listing](#) for a Global Marketing Vice President focused on the desktop browser. In a previous blog [entry](#) I noted this position had been vacant for some time. Obviously, Opera considers the desktop to be an important part of their business strategy. Keep in mind that version 9 of the Opera browser, code named "merlin," is coming later this year. Along with the Opera [mini](#) software for browsing on cell phones, these are the biggest acts under Opera's tent. As a serious Opera blogger I would be remiss if I did not offer my suggestions for action once that person is found and on the job. Everyone else will sooner or later so here are my thoughts. I'll bet these ideas, in one form or another, have been knocked around in Opera's offices a few times. What matters is here is execution.

Success on the Job

The most important success factor in the job posting is this one.

The successful candidate will be based in Oslo. Success within this role will be measured firstly by increase in market share – online customer acquisition and usage of the Opera browser, secondly by revenues generated.

As I see it this new Opera executive should focus on three key goals. Above all else get out of Oslo and get on the road.

- Raise brand awareness for the desktop browser, as well as for use of the Opera browser on other platforms including mobile devices
- Increase market share for the desktop browser in the US as measured by web analytics
- Expand the overall number of users of the Opera desktop browser in the US

Marketing Activities

In terms of the US market Opera needs a user group to be a source of advocacy and expertise with the computer trade press, online forums, and with major PC user groups. An project to develop a relevant US [website](#) and blog has not made progress. A web browser is a visual experience. Ideas to engage Opera with branding initiatives such as product placement on US television have been set aside due to the urgency of other marketing projects such as the Times Square event last January. No problem with the Times Squire event, but where was the follow-up? All of these attributes, if developed, could transform a US user group into a contributor to Opera's brand image.

Opera's efforts with cell phones, mobile devices, and embedded system markets will be more successful if it invests systematically in raising brand awareness for the desktop product. This can be done in the US market

and for global markets. This approach is consistent with CEO Jon S. von Tetzchner's [statement](#) to ZDNet India last month (22 Feb 2006) while [opening](#) Opera's new web development center in [Chandigarh](#), India.

The desktop market is important to it because of both the revenue and the visibility it offers. In markets where Opera has a strong desktop presence it has been easier to get business from other markets such as mobile phones.

Taking Opera's CEO at his word, here's a quick list of things the new Opera Vice President for Desktop could consider his first day on the job.

[Branding Strategy](#) - Raise brand awareness of the Opera browser through a targeted media strategy to get earned media coverage in major newspapers and on network television. A browser is a visual experience and brand awareness will be enhanced by getting it in front of mass audiences. This means Opera must use the mass media. This result can be achieved through product reviews, targeted press releases to technology editors, and using a public relations agency to gain appearances on TV shows and through product placement in entertainment venues.

[US User Group](#) - Recruit high-quality members to participate in user groups. A high quality member is technically adept, is a user of the product, and has an interest in it that goes beyond being simply a "fan" of the product. Promote Opera users' groups to the trade press, general news media, major user groups, and in online forums, making it an adjunct to Opera's efforts to build brand awareness. For example, include an active website, blog, and email list plus visibility for Opera executives and developers with the group and on the publicly-accessible website and blog.

[End-User Guide](#) - Develop an easy-to-use online guide to the Opera browser. Arrange for publication of a guide similar to the "Missing Manual" series published by O'Reilly to be handed out to user groups, downloaded as a PDF from Opera's community pages, and sold through retail channels in hardcopy. Develop collateral materials, including video, to be used in presentations to user groups, at universities, and in web-based "live" presentations to technology editors. Right now Opera's help files are scatter about not only on its own site, but also on a wide range of third-party [sites](#). This content is excellent, but it is like a scavenger hunt to find all of it.

[Market Research](#) - Use market research and competitive intelligence to shape product and marketing strategy. As a small company, Opera understands the need to constantly focus and refresh its resources on generating revenue. It can enhance revenue if it sees all of the opportunities as well as the threats from the competition. Ultimately, these methods are about managing risk and deciding which bets the company wants to make in terms of product development and target markets to drive revenue generation.

Revenue Based on Branding & Marketing Activities

All this branding and marketing activity has got to produce revenue. The near term opportunity for Opera is to use its own community web pages as a revenue source. If Opera can drive desktop browser usage, it can also drive users to its community web pages. It just needs lots more of them.

[Revenue from Blogging](#) - Opera's community blog [pages](#) offer new revenue opportunities if a critical mass of users can be attracted to them. The key success factor associated with revenue from blogging is the number of weekly page views is a much stronger predictor of weekly ad revenue and price than are either the number of inbound links or the number of blogs providing those links. For example, [Typepad](#) has 12 million blogging customers who are generating advertising revenue for the firm. Typepad shares some of this revenue with their customers which makes the whole package very attractive. There is unrealized revenue potential from blog-related advertising that will result from getting more people using the Opera browser and its community pages. You can get two benefits – more users of the desktop browser and more advertising revenue. The community web pages must be [reliable](#) and they must be promoted along with the browser. Opera will need several million users to get a critical mass. Currently, it has less than half a million regular users. Raising brand awareness of the Opera browser for desktop and mobile device products can drive new users to the community web pages.

Are You Right for the Job?

Opera is honest about the challenges facing the new VP for Desktop Marketing. In the job announcement, Opera says, "*Qualified candidates must be naturally creative, think strategically, have strong communication abilities, analytical skills and a track record of developing product "buzz" online with limited resources.*" Obviously, a proven track record in viral marketing will be a plus. There you have it. If interested apply [here](#).

UPDATE - the actual job posting was taken off Opera's website this week (March 15)

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Comments



Excelent ideas, Dan. 🙌🏻 YES!

By [AlexAlonso](#), # 13. March 2006, 17:01:18

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