**Thunderbird End-Users re-engagement/engagement program**

**Q1 2012**

Tip of the Week - Team members: Jennifer, Roland, AM, Ludo

Help needed from Mozilla marketing group:

* David Boswell for info and synch up within Engagement team
* John Slater’s team to provide us a start page design
* William Reynolds to provide Facebook team interface and insights on FF FB programs

Goal: re-engage/engage with our users’ community by exchanging information about the product. It will create a stronger link with users and allow us to talk to them in a more direct and informative manner.   
The Tip of the Week program will be 2-way program: we will provide them with product tips but they will be able to share their own TB hints if they want. Contributing users will be rewarded as “User of the week” (name TBD)

Channel 1: leverage the TB Start page to regularly communicate with our users’ base.

Note: the TB start page can be pretty easily disabled by users and as far as I know we have no statistics about how many have disabled it. This is a data we could collect with Test Pilot but in the meantime, we will move forward without the info.

Channel 2: Thunderbird Facebook page. The current multiple pages have to be re-aligned into one and will host the TB fans activities but NOT only. In fact, within TB users, there is about 55% FB account owners only. It’s far from 100% penetration rate

Channel 3 : We will leverage the Knowledge base to display the Tip of the Week in the proper language when we will have localized content. This is a nice way to display the tip of the week without forcing users to sign up for a FB account.

Activities to trigger re-engaging/engaging

* **Tip of the week**: during the end-users survey done in Q4 2011, it was clear that when users are prompted for “new” features, most of them were asking for existing features! It means that we need to help them getting the most out of TB.
  + Tip of the week provided by Mozilla: task force JenZed, Roland or Ludo
  + Tip of the week provided by crowdsourcing (from end-users) with a weekly/by monthly reward on “To be Determined page” and FB page for the best tip.
    - Start page design to be refreshed to feature the Tip of the Week program and link to Webpage/FB where the actual Tip will be explain in details
    - Webpage & Facebook page where the Tip of the week will be featured and where the users will see their contribution rewarded.
    - Tip of the week submitted by end users will need copy re-writing probably. Submission mechanism to be worked out?
      * It can eventually be done on <http://support.mozillamessaging.com/en-US/forums/knowledge-base-articles/8?last=28>

* **New Features** at release time
  + On Start page – on Facebook – on TB web pages
  + List new features in an engaging mode with a link to the relevant webpage for more details.
* **Default add-ons –** highlight some add-ons on a regular basis
  + In order to provide info to end-users and make sure they are up-to-date with the new versions. Link to TB Add-ons pages
* **Contributors “Join us” call to action** 
  + Add a button in signature of the Start page
  + We will plan specific recruitment campaigns with a dedicated start page design. This will be planned and executed according to our need to recruit contributors.
    - Adhoc “join us” campaign on Facebook page in parallel
  + Quick and friendly message explaining why/who can become a contributor. Landing page TBD at this stage.
* **Blog Post** – encourage users to go to the Blog to read the most recent post

Timeframe: to be implemented before the end of Q1

Constraints:

* Localization is the main concern at this stage. Pushing content in English once a week is easy, but it will be harder to get all the content localized.
  + - To be addressed with JenZed. (JenZed to leverage Knowledge base)
* Due to the fact the TB start page is not full screen, we have to be concise and create a design that can accommodate “one size fits all”.
  + - John Slater team to help on design
* Work with FB to regroup the various pages we have today
  + Spread TB group with 254 fans (admin is Ludo)
  + Mozilla Thunderbird software with 6014 fans (admin is ?)
  + Mozilla TB org in English with 4344 fans (wiki content admin FB)
  + Mozilla TB org in Spanish with 921 fans (wiki content admin FB)
    - William Reynolds to talk to FB contact to get solution