

# 2017 OIX Marketing Committee Charter

The following are core objectives the committee would like to achieve.

## 1. Outreach & Event Strategy

### Overview

Identify industry events to have a presence, wrap social media and outreach around these events. Insure that we have proper coverage from Open-IX to cover the events.

- a) Domestic and international.
- b) Speaking engagements each year. Peering and dedicated outreach for increased membership.

### Objectives

- a) Meet current individual members, certified exchanges and data centers to update and engage on Open-IX.
- b) Meet with prospective individual members, exchanges and data centers to discuss the benefits of Open-IX with the objective of increasing membership numbers and certifying more exchanges and facilities.
- c) Engage with peering and data center communities across markets to establish global brand awareness: the Americas, Europe Middle East Africa (EMEA), Asia Pacific (APAC).

## 2. Social Media Strategy

### Overview

Overhaul the OIX brand image within Social Channels. Compose a strategy that targets industry professionals, service providers, certified entities, and end users, and ramp up engagement.

### Objectives

#### *Increase Brand Awareness*

Increase public awareness and positive image of the Open-IX Brand.

#### *Increase the number of certifications*

Generate leads for OIX1 & OIX2 Certifications

#### *Increase individual membership*

Drive new membership through outreach, incentives, and new benefits.

#### *Engage the community*

Engage in meaningful discussions with the community through social channels

## 3. Member Benefits Strategy

### Overview

Identify events to give back to members- social and or education sessions throughout the year.

**Objectives**

Identify Social Events in locations where we have the most Open-IX certified entities or large amount of individual members, these should be stand-alone events not piggybacked on other industry events to increase Open-IX identity in each region

To ensure that we retain membership and that the entities and individual members are feeling value from the Organization: identity with Industry standards; thought leadership; center for knowledge and repository for RFPs/white papers, etc.