* AMQP marketing approach
	+ Context/Constraints
		- Protocol dependent on success of adoption by an ecosystem of successful products
		- Dependent on an Ecosystem of technology providers and consumers
		- A protocol itself cannot be consumed directly but can be required by consumers and the market place
	+ Marketing Areas Focus
		- Target the market ecosystems and participants on the value of standardized reliable asynchronous messaging for:
			* Reliability, scalability and efficiency in Service Oriented Architectures
			* Security and time to market in inter-organizational federations within the emergent connected machine to machine business networks
			* Market transparence providing end to end market oversight and governance
		- Target Consumers on the ability to build once connect to many strategy
		- Target Providers on
			* Internal value of messaging for reliability, scalability and repeatability
			* External value of messaging for interoperability
		- Target Governance and Regulatory participants of ability to gain standardized transparence and non-repudiation
	+ Marketing Strategy
		- Leverage Technology Providers as Channels
			* Elicit their needs for the common messaging
			* Identify technology clusters that exploit AMQP as a connective medium
			* Align marketing materials to and event participation (evangelizes) in their communities
		- Engage Government and Regulatory Environments on the value proposition
		- Provide a rich digital/Web presence portraying a vibrant AMQP community and knowledge base by developing:
			* Accessible explanatory/educational materials
				+ Wikipedia
				+ FAQs
				+ Mailing Lists
				+ Use Case Scenarios
				+ Testimonials
				+ Journals/press
			* Self-directed interactive participant engagement/acquisition
				+ Tutorials
				+ Interoperability program - in lieu of certification