

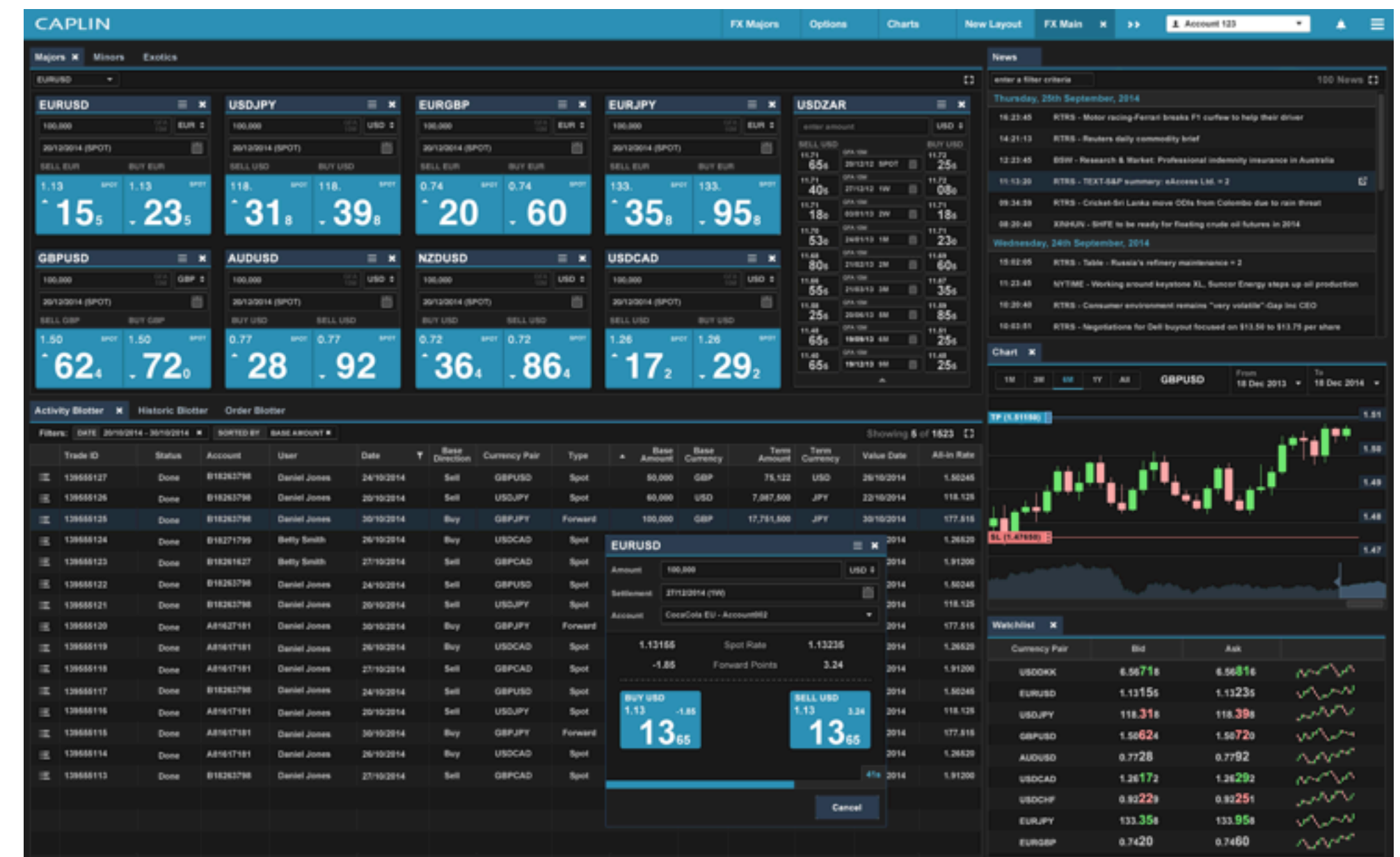


AN INTRODUCTION TO
AAARRRP:
**A FRAMEWORK FOR DEFINING YOUR DEVELOPER
RELATIONS STRATEGY**
AND HOW YOU CAN USE IT

PHIL LEGGETTER

UNAWARE OF DEVELOPER RELATIONS

- ▶ Graduated from University with a Software Engineering degree in 2001
- ▶ First job as a Software Engineer at Caplin Systems building SDKs for customers to
 - ▶ Add real-time data to web apps
 - ▶ Build front-end web trading apps (Barclays, HSBC, UniCredit, Nomura...)
- ▶ Really enjoyed the experience of helping others build things



DISCOVERING DEVELOPER RELATIONS

- ▶ Bootstrapped by Caplin Systems to build a hosted real-time messaging service
 - ▶ Website, Docs, SDKs, Support
 - ▶ Business Plan, Product Decisions
 - ▶ Blog Posts, Talks, Demos
 - ▶ Partnerships
 - ▶ ...
- ▶ Discovered Developer Evangelist Handbook by Christian Heilmann <http://developer-evangelism.com/handbook.php>

The real-time web. Delivered.

Latest Live Twitter update:
Loading ...

Why not [Tweet about Kwikika](#) and see your update appear here in real-time.

Adding real-time stuff to your website

Include the KwwikTag

The KwwikTag is a script tag that you include in your web page to enable you to publish and subscribe to real-time data.

```
<script type="text/javascript" src="http://api.kwikika.com/latest"></script>
```

Connect

You can connect to the Kwikika service with a single call. The only requirement we have is that you have registered with us and told us

Filter The #LeadersDebate Twitter Stream

Enter your tweet and show your support

#LeadersDebate

Tweet Gordon Tweet David Tweet Nick

GORDON BROWN	DAVID CAMERON	NICK CLEGG
30%	39%	31%
<p>cpfdan RT @cantos: Video #leadersdebate comment from @TheEIU - impact of a #hungparliament on the markets http://bit.ly/96h7mr #Cantos View status reply</p> <p>cpfdan #leadersdebate is anyone else extremely worried about Brown's insistence on making jokes, badly timed, poor jokes at that. View status reply</p> <p>David Wickes RT @LiberaDemocat:</p>	<p>johnhaxon RT @C1election: Free ad for the Beeb, but this should be good: Jeremy Paxman interviews David Cameron 8.30pm BBC1 #leadersdebate #ge2010 View status reply</p> <p>brightcecia What's</p>	<p>idethoughts2 RT @NewStatesman: Clegg ahead in leaders' debate poll of polls. But who do you think won? #leadersdebate http://bit.ly/b2vukN View status reply</p> <p>zme2you2me Is</p>

LEARNING DEVELOPER RELATIONS

- ▶ Moved to Pusher - real-time messaging service
- ▶ First official DevRel role
 - ▶ Docs, Libraries, Support
 - ▶ Blog Posts, Demos, Talks, Hackathons
 - ▶ Product Insight and Feedback
 - ▶ ...



ADAPTING DEVELOPER RELATIONS

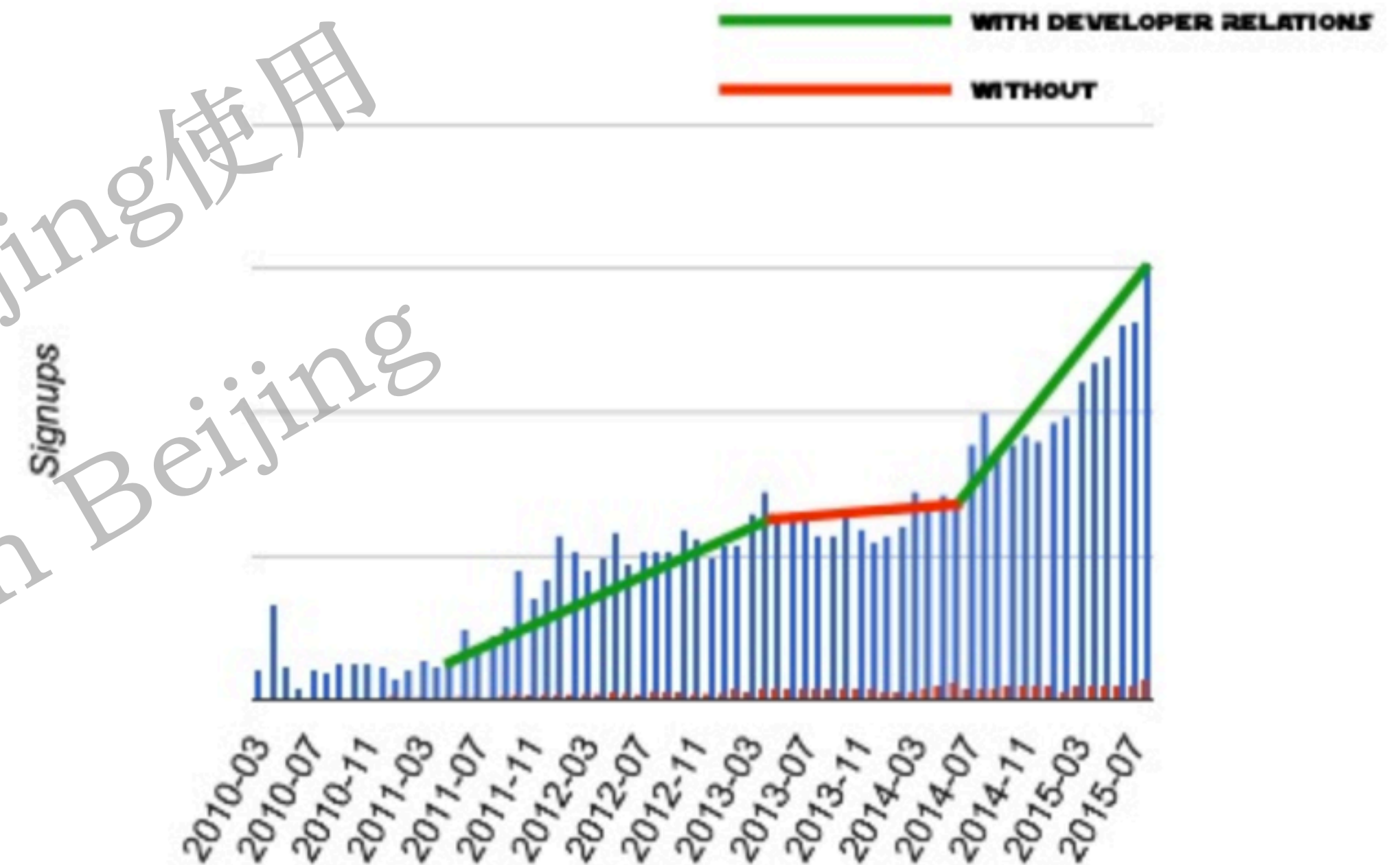
- ▶ Back to Caplin Systems - open source a JS toolkit & SDK called BladeRunnerJS
- ▶ Problem: traditional sales approach vs. in-company developers ("Shadow IT")
- ▶ Define & Execute DevRel strategy
 - ▶ Align toolkit/SDK with "best practice" tools and programming techniques
 - ▶ Raise Awareness



RETHINKING DEVELOPER RELATIONS

- ▶ Back to Pusher
- ▶ Noticed a trend
 - ▶ Concerns over events full of developer evangelists
 - ▶ People in DevRel moving on - are their ambitions being met in their roles?
 - ▶ Suggested a shift in our approach to DevRel. Work closer with product, work on libraries, docs etc. (as before), don't only be a marketing function

Monthly Signups



Andrew Nesbitt
@teabass

Following

Nothing against developer evangelists, but if there are more than 2 of them speaking at a conference I'm not going to bother.

RETWEET
1

LIKES
5



4:00 PM - 15 Jul 2015



Phil Leggetter

@leggetter

I'm leaving Pusher and looking for a new challenge. Please get in touch if you know of anything phil@leggetter.co.uk 🚀

RETWEETS

52

LIKES

32




3:34 PM - 8 Jan 2016





Phil Leggetter
@leggetter

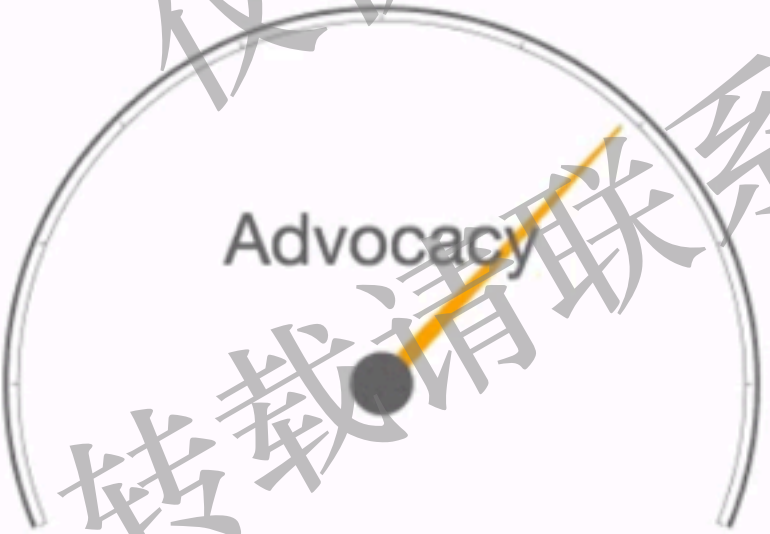

Defining Developer Relations

[leggetter.co.uk/2016/02/03/def ...](http://leggetter.co.uk/2016/02/03/def...) The #DevRelOMeter is at the bottom of the post  #devrel

DevRelOMeter

Are you practicing - or considering practicing - Developer Evangelism or Advocacy?

- Writing docs
- Quick start apps
- Webinars
- Give talks
- Support pre-sales
- Alpha/Beta programme
- Capture developer feedback
- Library dev
- Blog posts
- Sponsor events
- Answer support queries
- Dedicated forum
- Office hours
- Help with recruitment

Advocacy

Category	Count
product	1
awareness	2
acquisition	2
activation	1
retention	2

GitHub Built by Phil @leggetter - Developer Relations & Real-Time Internet Technology Consultant. Get [DevRelOMeter code on GitHub](#).

RETWEETS
29

LIKES
34



4:36 PM - 3 Feb 2016

<https://twitter.com/leggetter/status/694922350207332356>

PHIL LEGGETTER

HEAD OF DEVELOPER RELATIONS

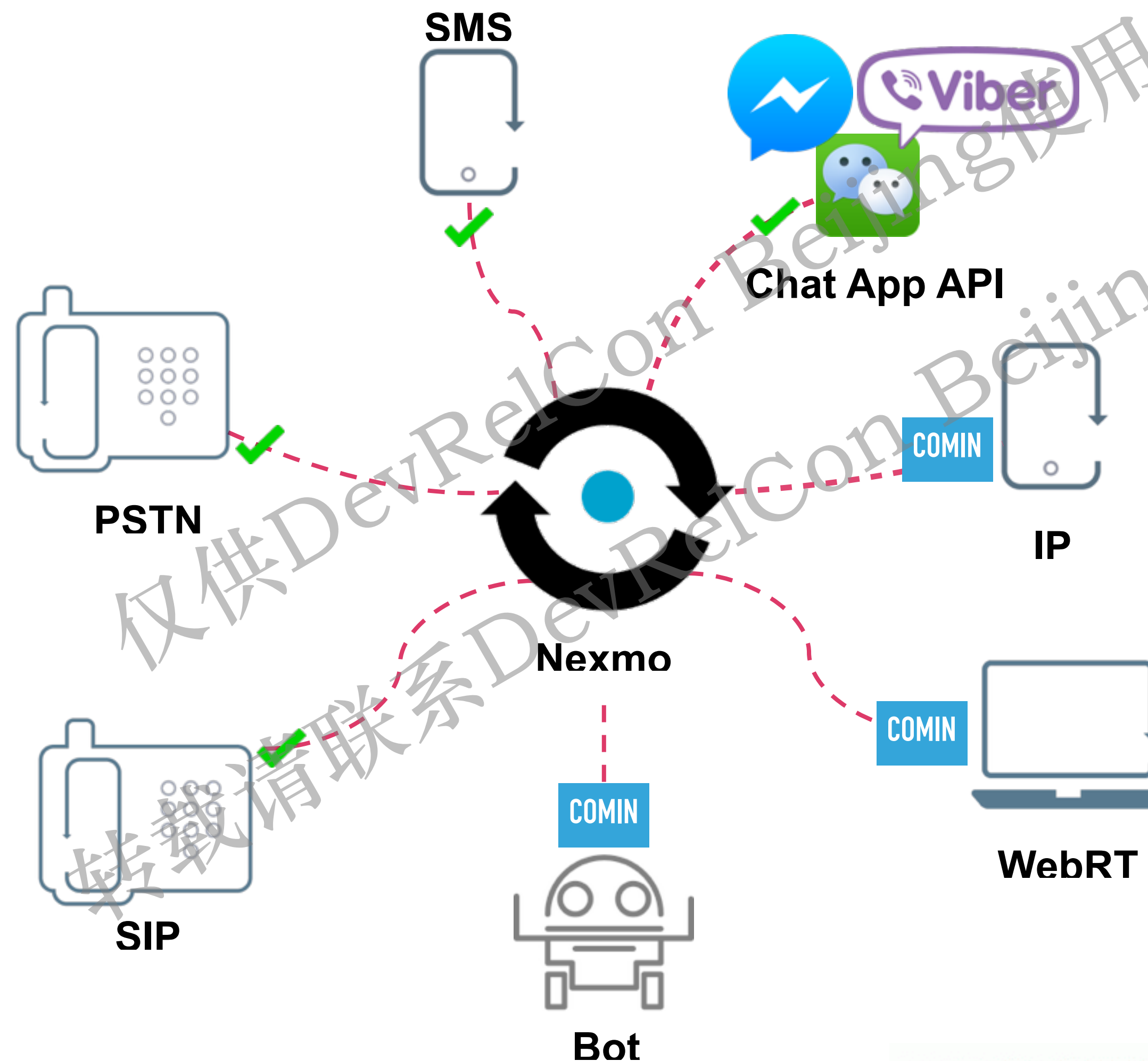
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The Vonage API Platform

LEGGETTER@VONAGE.COM

@LEGGETTER

欢迎访问Nexmo中文站: nexmo.com/cn.



Some of our customers



AAARRRP

- ▶ What is the AAARRRP Developer Relations Framework?
- ▶ Steps to use AAARRRP
- ▶ How we've applied AAARRRP at Nexmo

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THE INSPIRATION FOR AAAARRRP



Startup Metrics for Pirates: **AARRR!!!**

(Startup Metrics for Product Marketing & Product Management)



Dave McClure
Master of 500 Hats

blog: <http://500hats.typepad.com/>
website: <http://www.500hats.com/>
slides: <http://slideshare.net/dmc500hats/>

AARRR STARTUP METRICS

- ▶ Acquisition - signup
- ▶ Activation - using your product e.g. makes first API call
- ▶ Retention - continues to use product
- ▶ Referral - refers others to your product
- ▶ Revenue - pays for usage

**WHAT THESE STAND FOR
DEPENDS ON YOUR
PRODUCT**

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WHAT IS AAARRRRP?

AAARRRP – GOALS FOR DEVREL STRATEGY

- ▶ Acquisition - signup
- ▶ Activation - using your product e.g. makes first API call
- ▶ Retention - continues to use product
- ▶ Referral - refers others to your product
- ▶ Revenue - pays for usage

**FOR DEVREL
“AARRR” HAS
TWO OMISSIONS**

nexmo®
The Vonage® API Platform

Cloud Communications Platform

APIs for



AWARENESS

DevRelCon Beijing
DevRelCon Tokyo
DevRelCon London
DevRelCon New York
DevRelCon Singapore
DevRelCon Sydney
DevRelCon Toronto
DevRelCon Vancouver
DevRelCon Warsaw
DevRelCon Zurich



```
[  
  {  
    "action": "talk",  
    "text": "Welcome to the Awesome App Conference call"  
  },  
  {  
    "action": "conversation",  
    "name": "awesome-app-conference"  
  }  
]
```



nexmo[®]
a Vonage[®] Company

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New Nexmo Voice API in Public Beta

August 25, 2016 Published by [Phil Leggetter](#)

Today we're pleased to offer Public Beta access to the brand new Nexmo Voice API. It was built from the ground up to enable you to build high-quality voice applications with the web technologies and frameworks you're already using.

PRODUCT

AAARRRP – GOALS FOR DEVREL STRATEGY

- ▶ **Awareness** - know you exist and what you do
- ▶ **Acquisition** - signup
- ▶ **Activation** - using your product e.g. makes first API call
- ▶ **Retention** - continues to use product
- ▶ **Referral** - refers others to your product
- ▶ **Revenue** - pays for usage
- ▶ **Product** - develop, input and feedback on product

USING AAAARRRP

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STEPS TO USE AAARRRP

1. Define your goals
2. Identify activities to meet your goals
3. Plan to execute (not part of AAARRRP)

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AAARRRP - STEP 1: DEFINE YOUR GOALS

- ▶ Awareness - know you exist and what you do
- ▶ Acquisition - signup
- ▶ Activation - using your product e.g. makes first API call
- ▶ Retention - continues to use product
- ▶ Referral - refers others to your product
- ▶ Revenue - pays for usage
- ▶ Product - develop, input and feedback on product

**CHOOSE BASED ON:
STAKEHOLDERS + SCENARIO:
STARTUP, LOSING CUSTOMERS,
DEVX**



NEXMO DEVELOPER RELATIONS GOALS

- ▶ **Awareness** - know you exist and what you do
- ▶ **Acquisition** - signup
- ▶ **Activation** - using your product e.g. makes first API call
- ▶ **Retention** - continues to use product
- ▶ **Referral** - refers others to your product
- ▶ **Revenue** - pays for usage
- ▶ **Product** - develop, input and feedback on product

HAVE YOU HEARD OF
NEXMO BEFORE?

AAARRRP – STEP 2: DEFINE ACTIVITIES TO MEET YOUR GOALS

- A. What activities will achieve your goals?
- B. Can you find activities that meet more than one goal?
- C. Can you find complimentary activities?

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AAARRRP - STEP 2A: WHAT ACTIVITIES WILL ACHIEVE YOUR GOALS

bit.ly/aaarrrp-template

ACTIVITIES

GOALS

	Awareness	Acquisition	Activation	Retention	Referral	Revenue	Product
Docs -> Product Guides	N	N	Y	Y	N	N	Y
Docs -> References	N	N	Y	Y	N	N	Y
Docs -> Quick starts	N	N	Y	Y	N	N	Y
Docs -> Tutorials	Y	N	Y	Y	N	N	Y
Libraries	N	N	Y	Y	N	N	Y
Sample Apps	Y	Y	Y	Y	Y	N	Y
Blog -> Tutorials	Y	Y	Y	Y	Y	N	N
Blog -> Hacks	Y	Y	N	Y	Y	N	N
Blog -> Thought Leadership	Y	Y	N	Y	Y	N	N
Webinars	Y	Y	Y	Y	Y	N	N
Events -> Sponsorship	Y	Y	N	N	N	N	N
Events -> Booths	Y	Y	N	N	N	N	N
Events -> Hackathons	Y	Y	Y	N	N	N	Y
Talks -> Conferences	Y	Y	N	N	Y	N	N
Talks -> Meetups	Y	Y	N	N	Y	N	N
Talks -> Societies	Y	Y	N	N	Y	N	N
Support -> Tickets	N	N	Y	Y	Y	N	Y
Support -> Forums	N	N	Y	Y	Y	N	Y
Pre-Sales -> Discussions	N	N	N	Y	Y	Y	N
Pre-Sales -> Integration	N	N	Y	Y	Y	Y	N
Alpha/Beta Programmes	N	N	Y	Y	N	N	Y
Office Hours	N	N	Y	Y	N	N	Y
Capture Feedback	N	N	N	Y	N	N	Y

AAARRRP - STEP 2A: WHAT ACTIVITIES WILL ACHIEVE YOUR GOALS

bit.ly/aaarrrp-template

	Awareness	Acquisition	Activation	Retention	Referral	Revenue	Product	
Docs -> Product Guides	N	N	Y	Y	N	N	Y	
Docs -> References	N	N	Y	Y	N	N	Y	
Docs -> Quick starts	N	N	Y	Y	N	N	Y	
Docs -> Tutorials	Y	N	Y	Y	N	N	Y	
Libraries	N	N	Y	Y	N	N	Y	
Sample Apps	Y	Y	Y	Y	Y	N	Y	
Blog ->								
Blog ->								
Blog ->								
Webinars								
Events								
Docs -> Tutorials		Y	N	Y	Y	N	N	Y
Events -> Hackathons		Y	Y	Y	N	N	N	Y
Events -> Booths	Y	Y	N	N	N	N	N	
Events -> Hackathons	Y	Y	Y	N	N	N	Y	
Talks -> Conferences	Y	Y	N	N	Y	N	N	
Talks -> Meetups	Y	Y	N	N	Y	N	N	
Talks -> Societies	Y	Y	N	N	Y	N	N	
Support -> Tickets	N	N	Y	Y	Y	N	Y	
Support -> Forums	N	N	Y	Y	Y	N	Y	
Pre-Sales -> Discussions	N	N	N	Y	Y	Y	N	
Pre-Sales -> Integration	N	N	Y	Y	Y	Y	N	
Alpha/Beta Programmes	N	N	Y	Y	N	N	Y	
Office Hours	N	N	Y	Y	N	N	Y	
Capture Feedback	N	N	N	Y	N	N	Y	

AAARRRP - STEP 2A: WHAT ACTIVITIES WILL ACHIEVE YOUR GOALS?

bit.ly/aaarrrp-template

PRIORITY

PRI



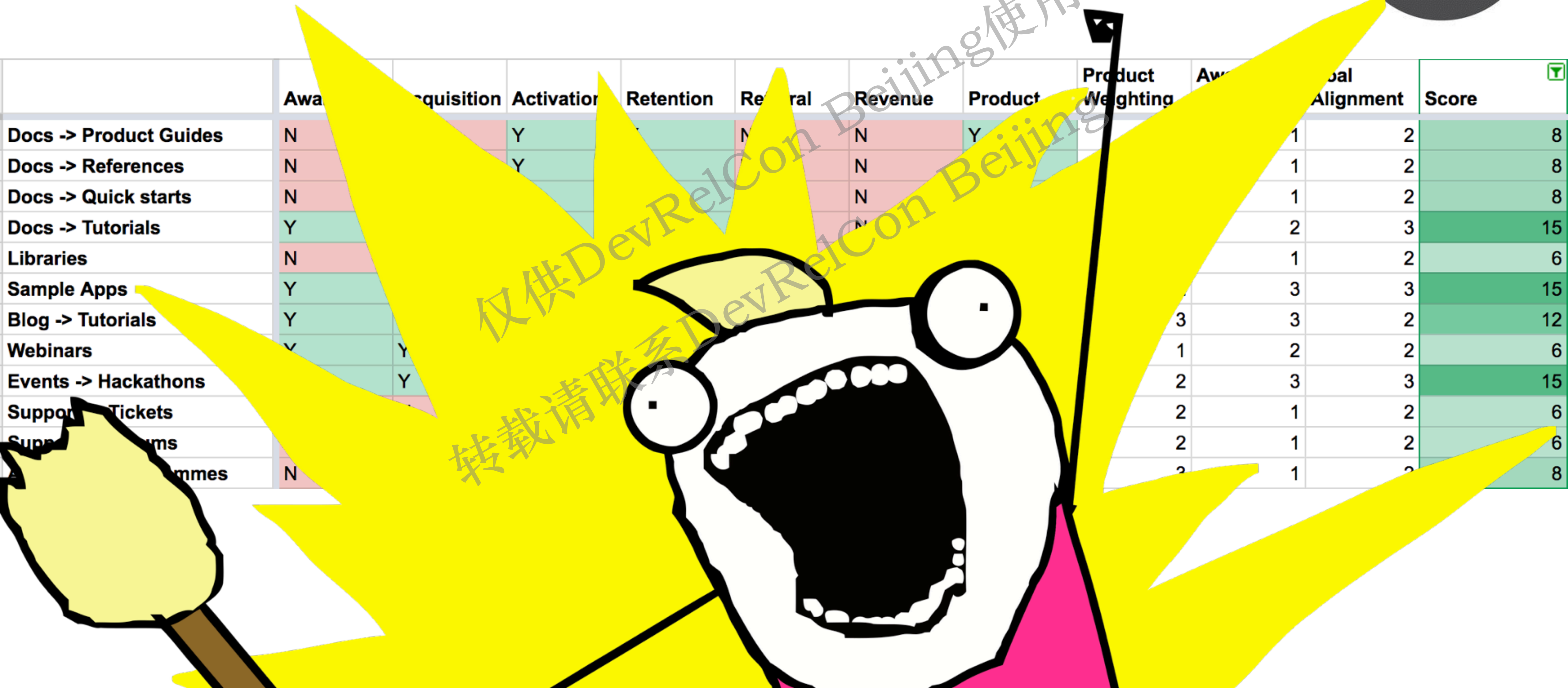
	Awareness	Acquisition	Activation	Retention	Referral	Revenue	Product	Product Weighting	Awareness Weighting	Goal Alignment	Score
Docs -> Product Guides	N	N	Y	Y	N	N	Y	3	1	2	8
Docs -> References	N	N	Y	Y	N	N	Y	3	1	2	8
Docs -> Quick starts	N	N	Y	Y	N	N	Y	3	1	2	8
Docs -> Tutorials	Y	N	Y	Y	N	N	Y	3	2	3	15
Libraries	N	N	Y	Y	N	N	Y	2	1	2	6
Sample Apps	Y	Y	Y	Y	Y	N	Y	1	2	3	9
Blog -> Tutorials	Y	Y	Y	Y	Y	N	N	3	3	2	12
Blog -> Hacks	Y	Y	N	Y	Y	N	N	2	3	1	5
Blog -> Thought Leadership	Y	Y	N	Y	Y	N	N	2	3	1	5
Webinars	Y	Y	Y	Y	Y	N	N	1	2	2	6
Events -> Sponsorship	Y	Y	N	N	N	N	N	1	3	1	4
Events -> Booths	Y	Y	N	N	N	N	N	2	3	1	5
Events -> Hackathons	Y	Y	Y	N	N	N	Y	2	3	3	15
Talks -> Conferences	Y	Y	N	N	Y	N	N	1	3	1	4
Talks -> Meetups	Y	Y	N	N	Y	N	N	1	2	1	3
Talks -> Societies	Y	Y	N	N	Y	N	N	1	1	1	2
Support -> Tickets	N	N	Y	Y	Y				1	2	6
Support -> Forums	N	N	Y	Y	Y				1	2	6
Pre-Sales -> Discussions	N	N	N	Y	Y				1	0	0
Pre-Sales -> Integration	N	N	Y	Y	Y				1	1	2
Alpha/Beta Programmes	N	N	Y	Y	N				1	2	8
Office Hours	N	N	Y	Y	N				1	2	4
Capture Feedback	N	N	N	Y	N				1	1	4

AAARRRP - STEP 2B: CAN YOU FIND ACTIVITIES THAT MEET MORE THAN ONE GOAL?

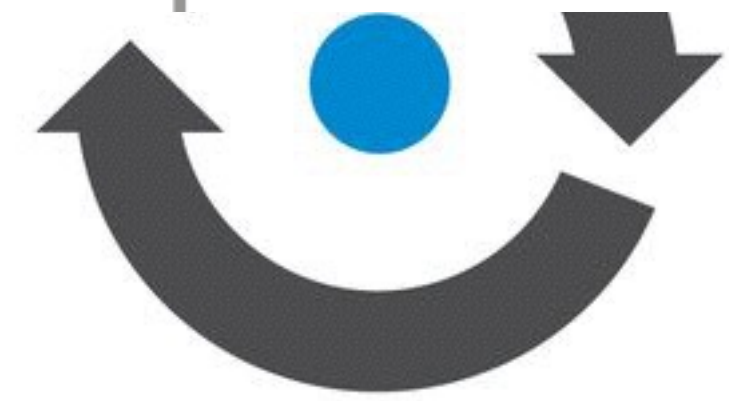


NEXMO DEVELOPER RELATIONS ACTIVITIES

	Awa	Acquisition	Activation	Retention	Referral	Revenue	Product	Product Weighting	Awa	Global Alignment	Score
Docs -> Product Guides	N		Y		N	N	Y		1	2	8
Docs -> References	N		Y		N	N			1	2	8
Docs -> Quick starts	N					N			1	2	8
Docs -> Tutorials	Y					N			2	3	15
Libraries	N								1	2	6
Sample Apps	Y								3	3	15
Blog -> Tutorials	Y							3	3	2	12
Webinars	Y	Y						1	2	2	6
Events -> Hackathons		Y						2	3	3	15
Support Tickets								2	1	2	6
Support Forums								2	1	2	6
Support Webinars	N							2	1	2	8



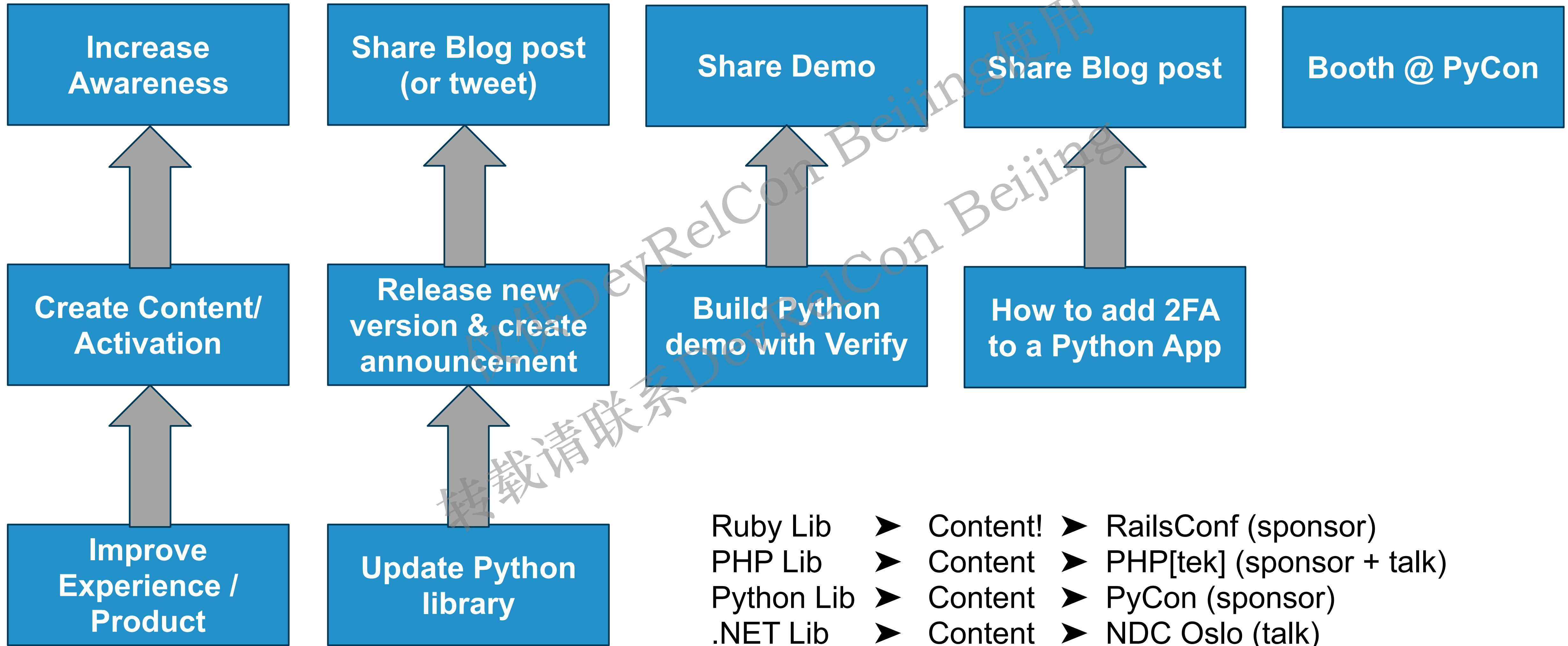
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NEXMO DEVELOPER RELATIONS ACTIVITIES

	Awareness	Acquisition	Activation	Retention	Referral	Revenue	Product	Product Weighting	Awareness Weighting	Goal Alignment	Score
Docs -> Product Guides	N	N	Y	Y	N	N	Y	3	1	2	8
Docs -> References	N	N	Y	Y	N	N	Y	3	1	2	8
Docs -> Quick starts	N	N	Y	Y	N	N	Y	3	1	2	8
Docs -> Tutorials	Y	N	Y	Y	N	N	Y	3	2	3	15
Libraries	N	N	Y	Y	N	N	Y	2	1	2	6
Sample Apps	Y	Y	Y	Y	Y	N	Y	2	3	3	15
Blog -> Tutorials	Y	Y	Y	Y	Y	N	N	3	3	2	12
Webinars	Y	Y	Y	Y	Y	N	N	1	2	2	6
Events -> Hackathons	Y	Y	Y	N	N	N	Y	2	3	3	15
Support -> Tickets	N	N	Y	Y	Y	N	Y	2	1	2	3
Support -> Forums	N	N	Y	Y	Y	N	Y	2	1	2	6
Alpha/Beta Programmes	N	N	Y	Y	N	N	Y	3	1	2	8

AAARRRP – STEP 2C: CAN YOU FIND COMPLIMENTARY

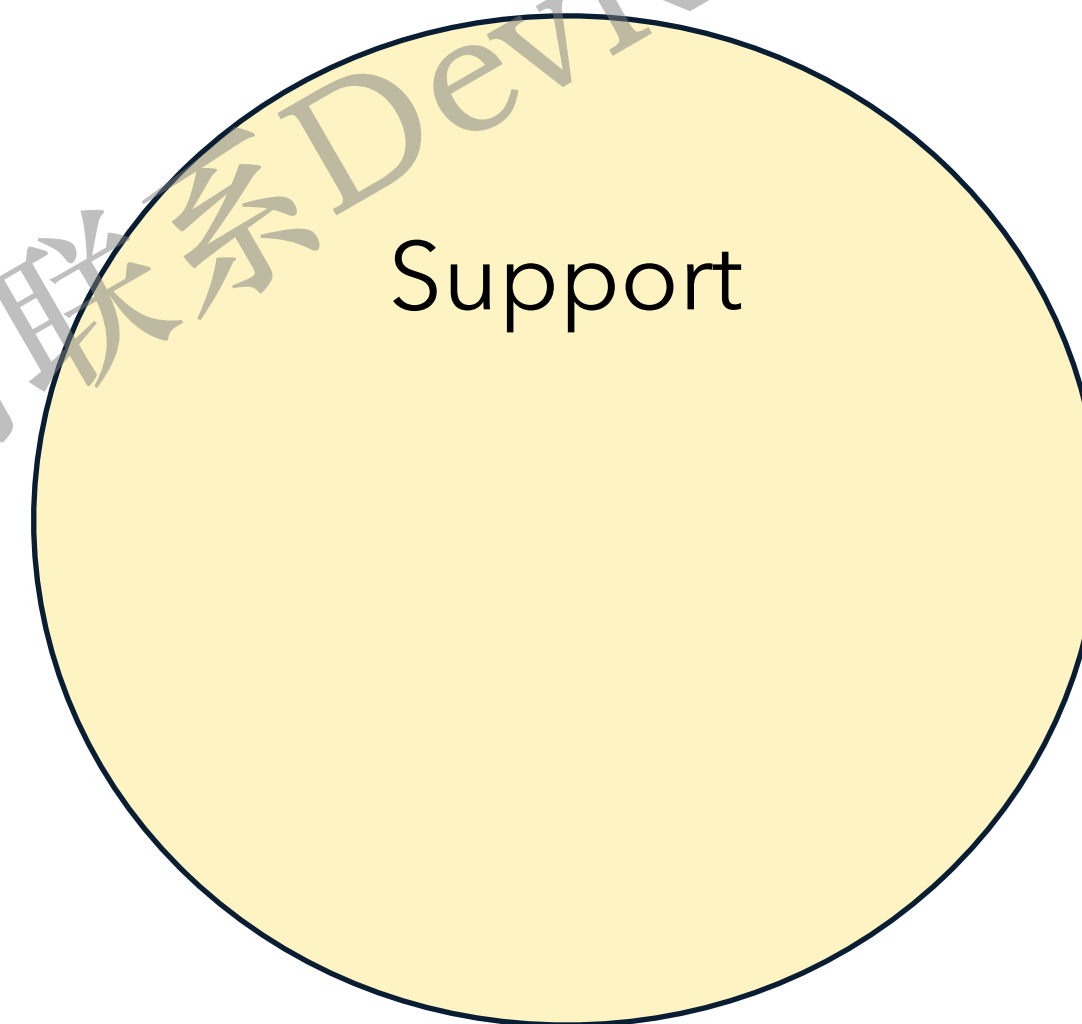
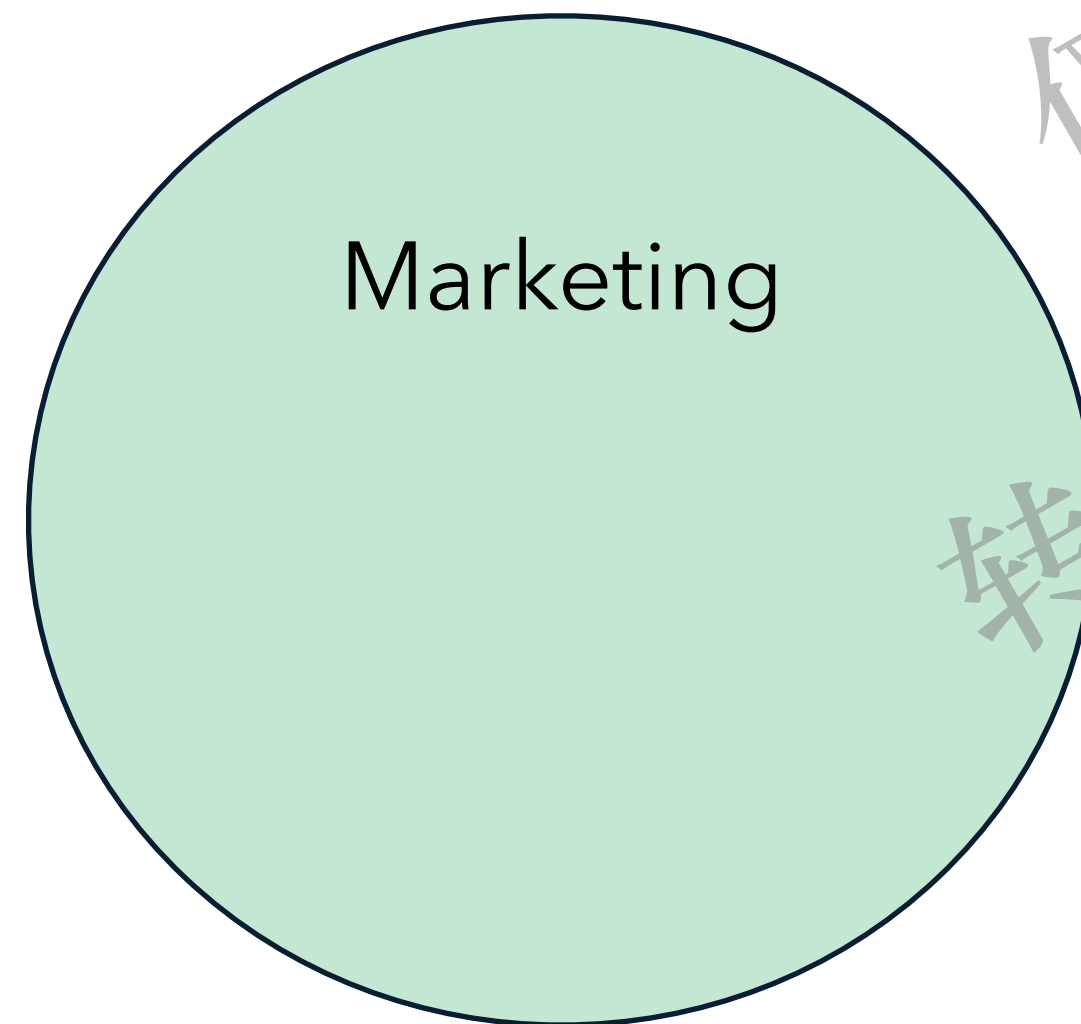
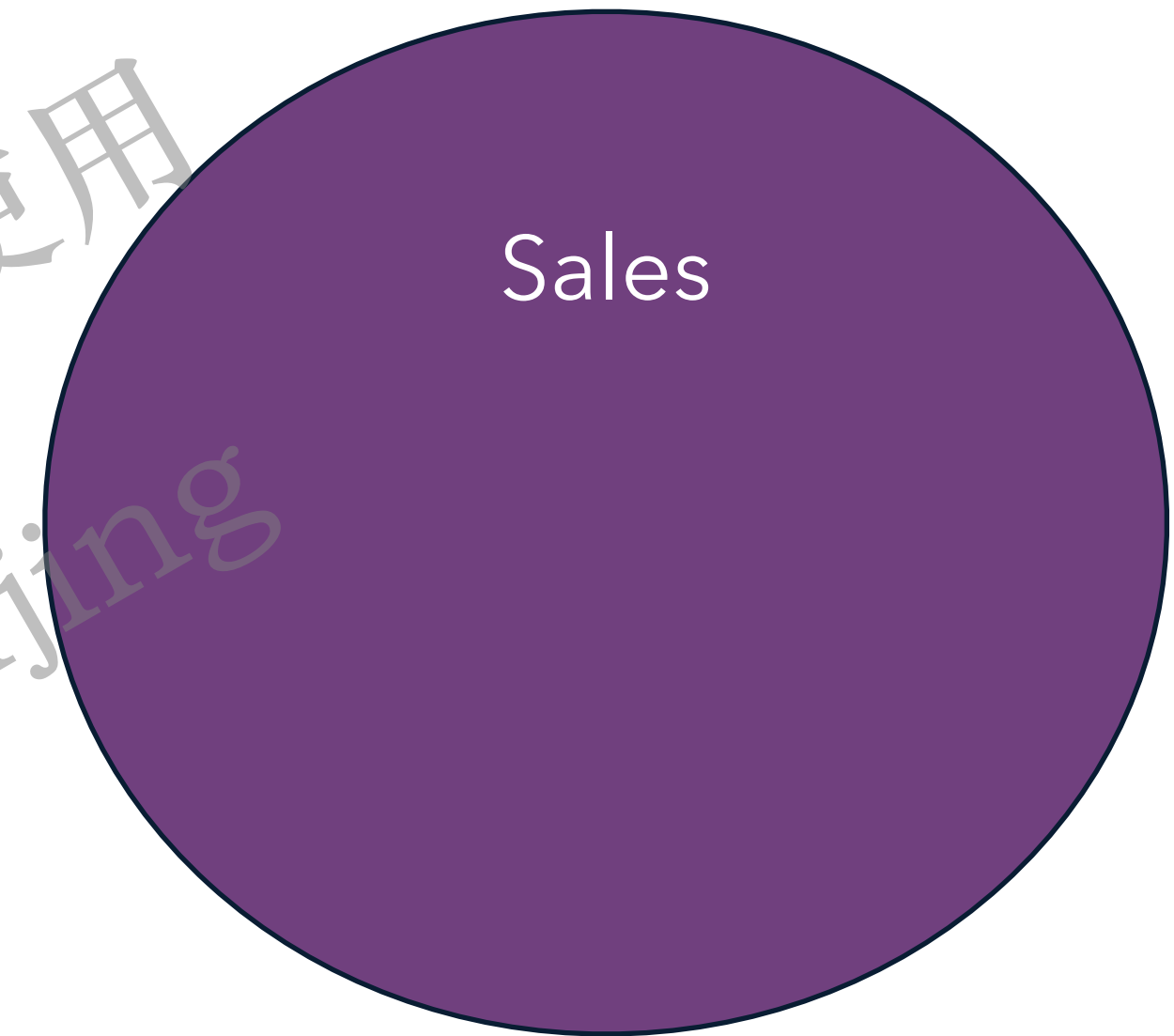
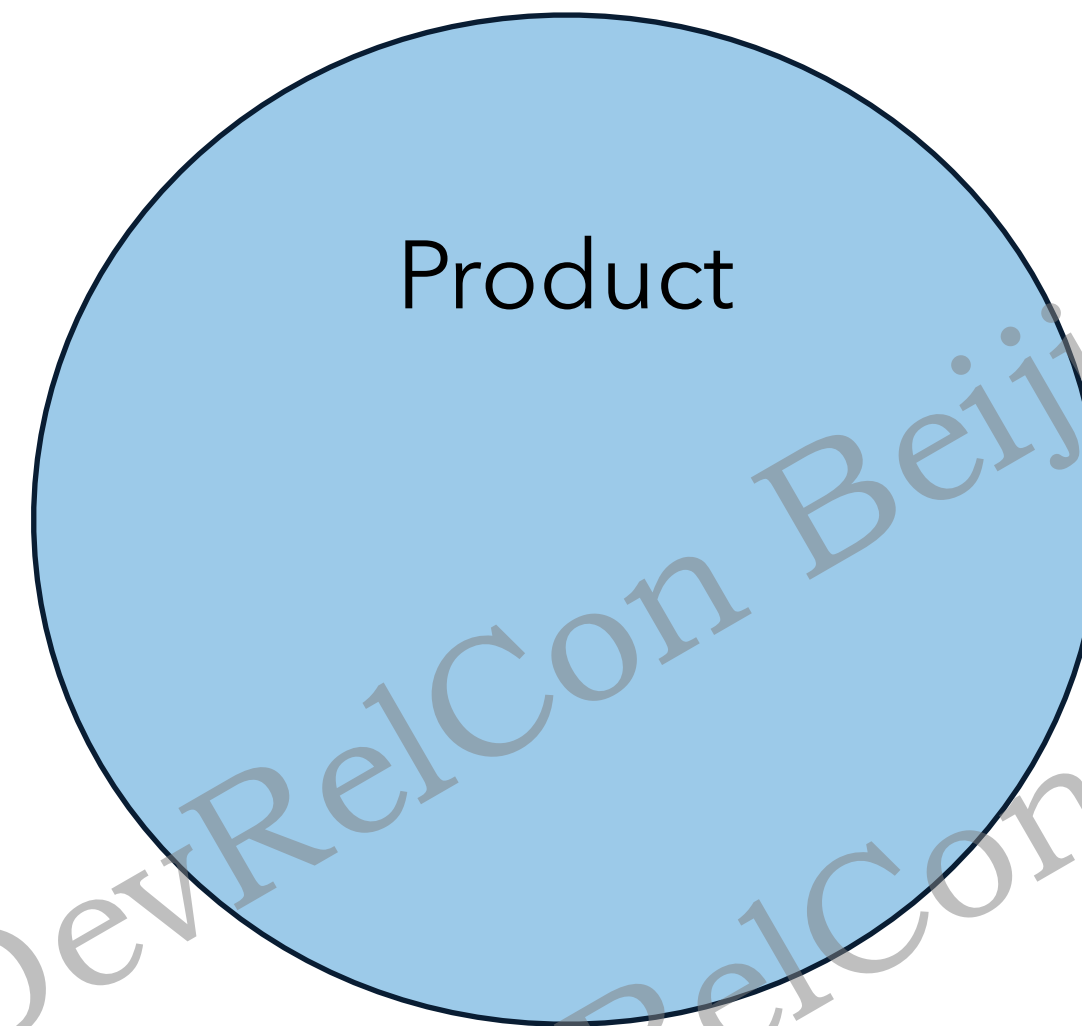
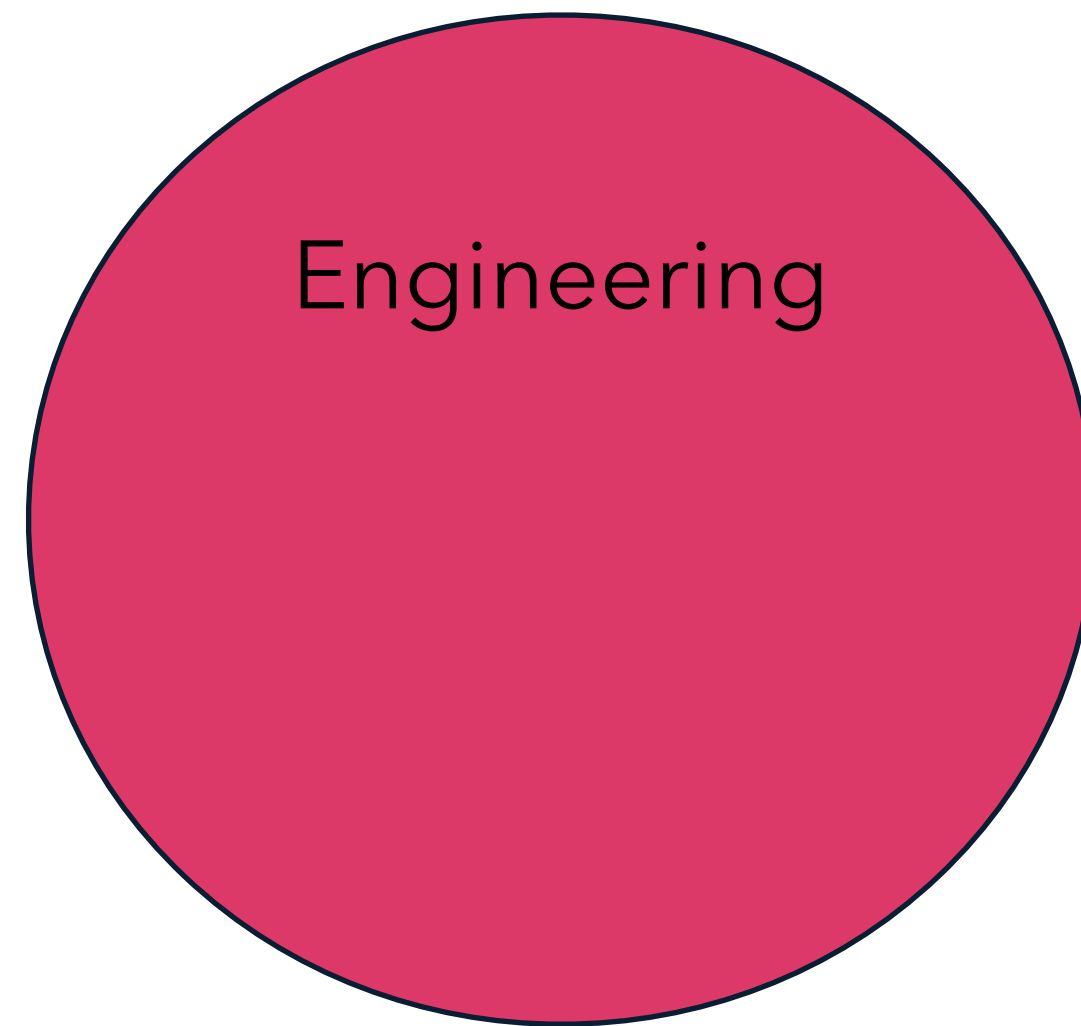


AAARRRP – STEP 3: PLAN TO EXECUTE

- ▶ Be guided by your company and team values
- ▶ Team headcount, budget and other constraints
- ▶ Team well being
- ▶ **Where does DevRel belong within your organisation?**
- ▶ **Team member responsibilities**

WHERE DOES DEVREL BELONG WITHIN AN ORGANISATION?

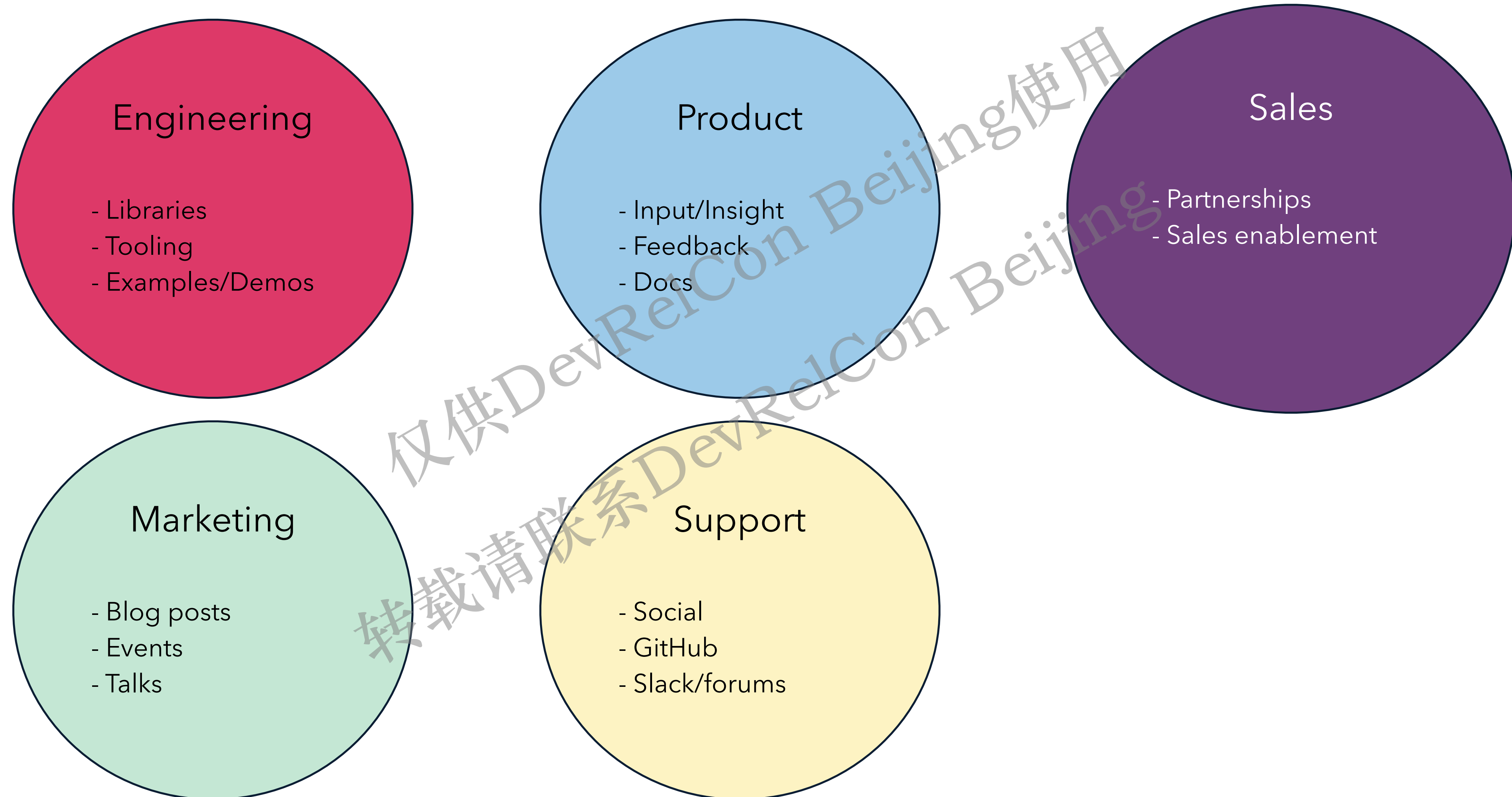
Typical functions that interact with developers



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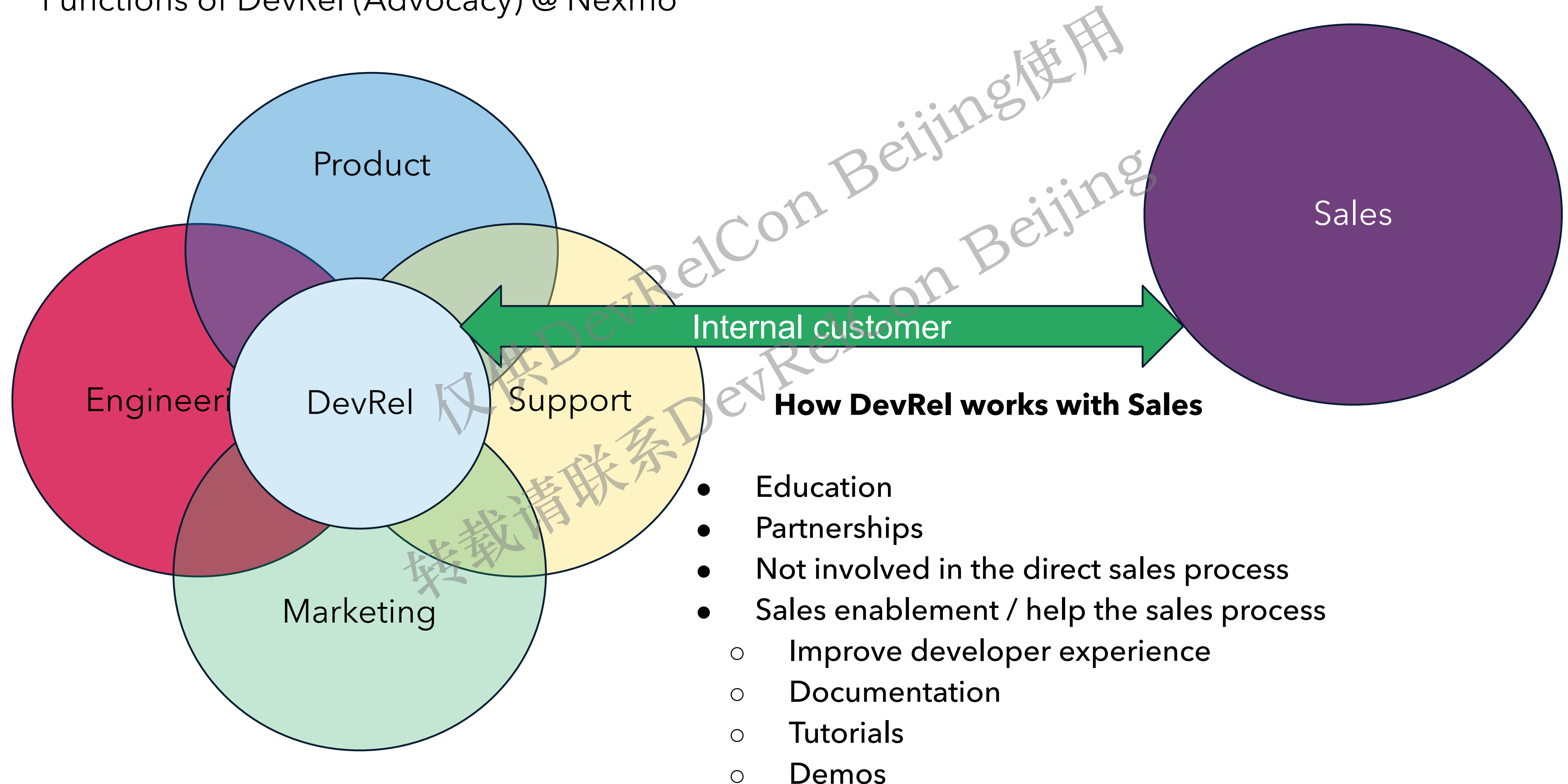
WHERE DOES DEVREL BELONG WITHIN AN ORGANISATION?

DevRel related functions within functional groups @ Nexmo

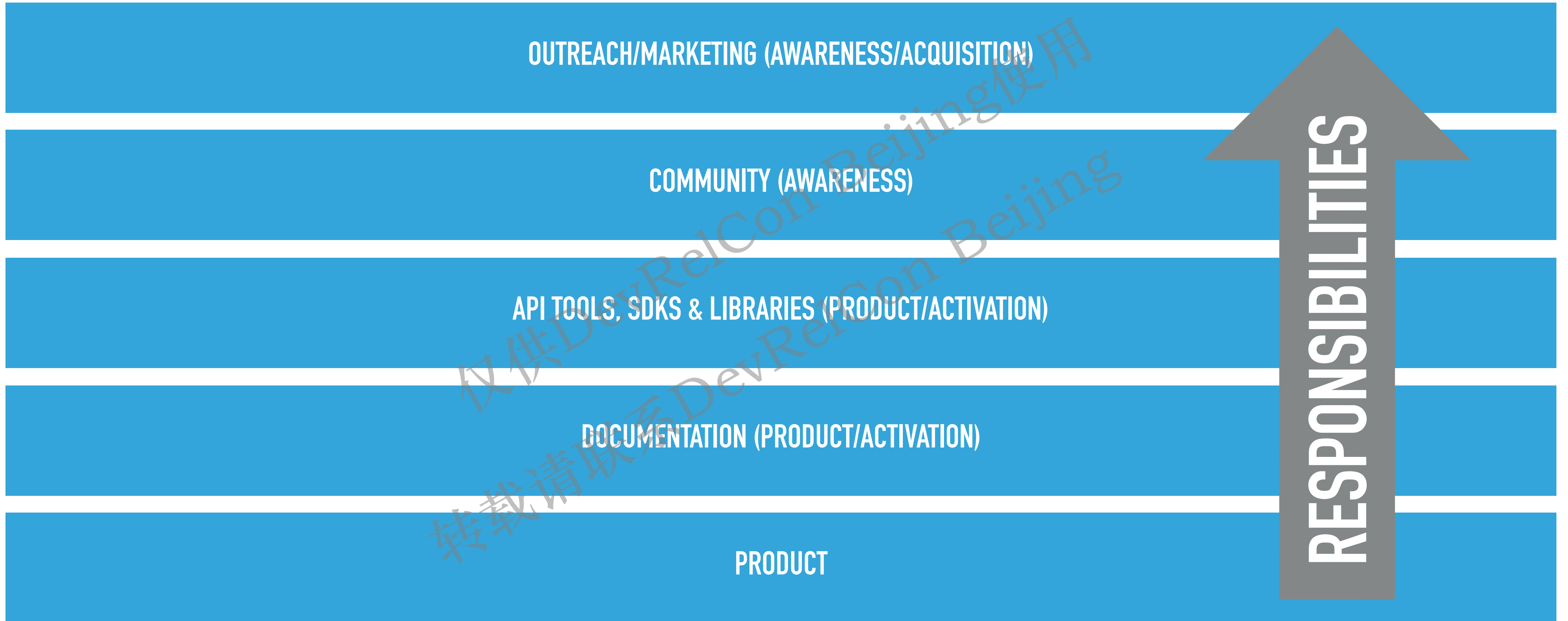


WHERE DOES DEVREL BELONG WITHIN AN ORGANISATION?

Functions of DevRel (Advocacy) @ Nexmo



TEAM MEMBER RESPONSIBILITIES

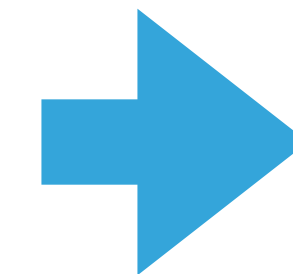


RESIST GROUPING BY
FUNCTION

DON'T OVER RESTRICT
CREATIVE INDIVIDUALS

PROVIDE A TRUE SENSE
OF OWNERSHIP

ENABLE AUTHENTICITY



THIS IS HARD!

DEVREL VIA AAARRRP @ NEXMO - THE RESULTS

▶ Awareness

- ▶ 150% increase in direct nexmo.com traffic in 1 year
- ▶ 750% increase in revenue from "long-tail" accounts - no direct sales required

▶ Activation

- ▶ 170% increase in new accounts that activate in last 7 months

▶ Product

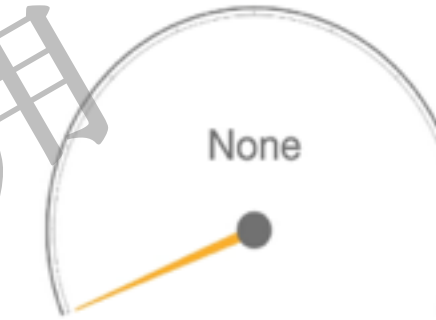
- ▶ How do you measure the value of Product input? Activation?

AAARRRP - SUMMARY

Are you practicing - or considering pra

- Write documentation
- Create Quickstart apps
- Run Webinars
- Give talks
- Support pre-sales
- Run Alpha/Beta programme
- Capture developer feedback

- Write Blog posts
- Sponsor events
- Answer support queries
- Monitor dedicated forum
- Run office hours
- Help with hiring (referrals)



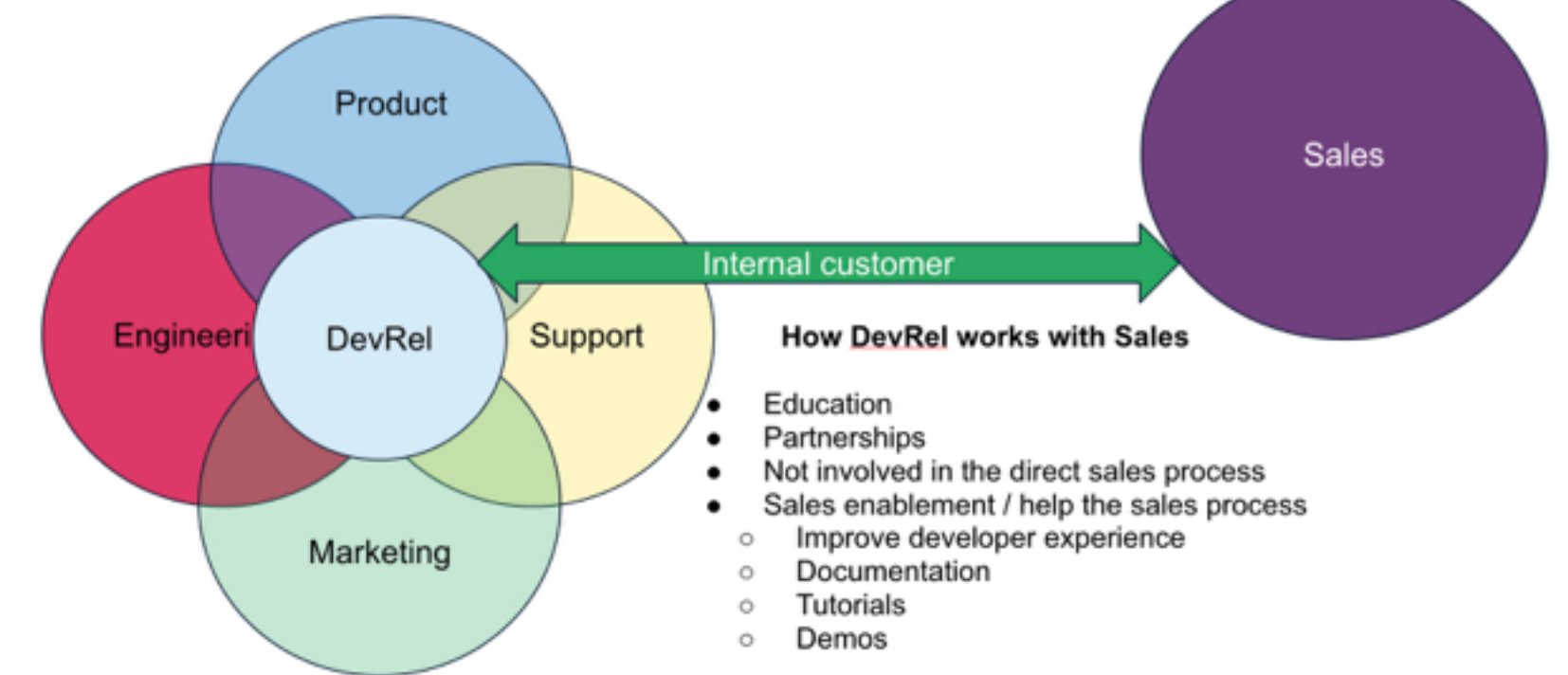
Built by Phil @leggetter - Developer Relations & Real-Time Internet Technology Consultant. Get the DevRelOMeter code on GitHub.

1. Define your goals - bit.ly/aaarrrp-template

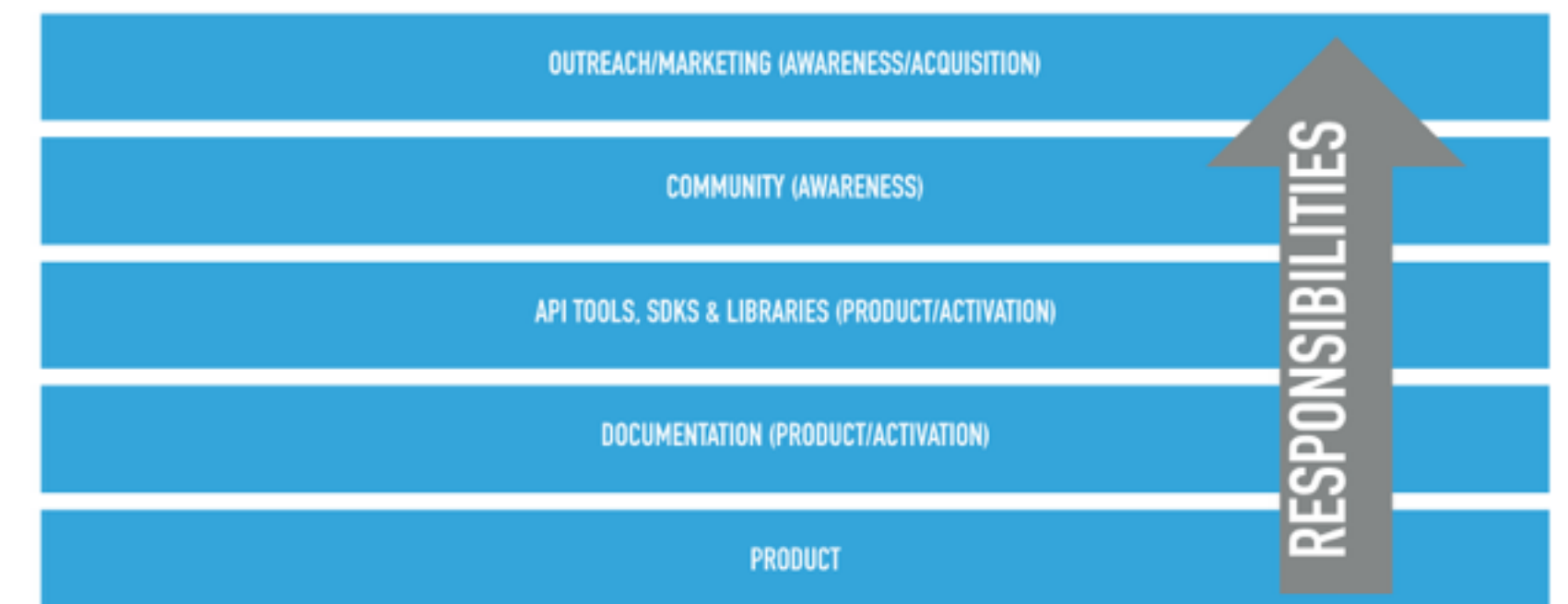
2. Identify activities to meet your goals

- A. What activities will achieve your goals?
- B. Can you find activities that meet more than one goal?
- C. Can you find complimentary activities?

Functions of DevRel (Advocacy) @ Nexmo



3. Plan to execute - the hard work starts here!





PHIL LEGGETTER

HEAD OF DEVELOPER RELATIONS

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