Strategy for developer relations

at DevRelCon Beijing

Matthew Revell, Hoopy Limited. 6th May 2017.

Matthew Revell

Founder of Hoopy, the developer relations consultancy

Built developer community and product team for Canonical's Launchpad

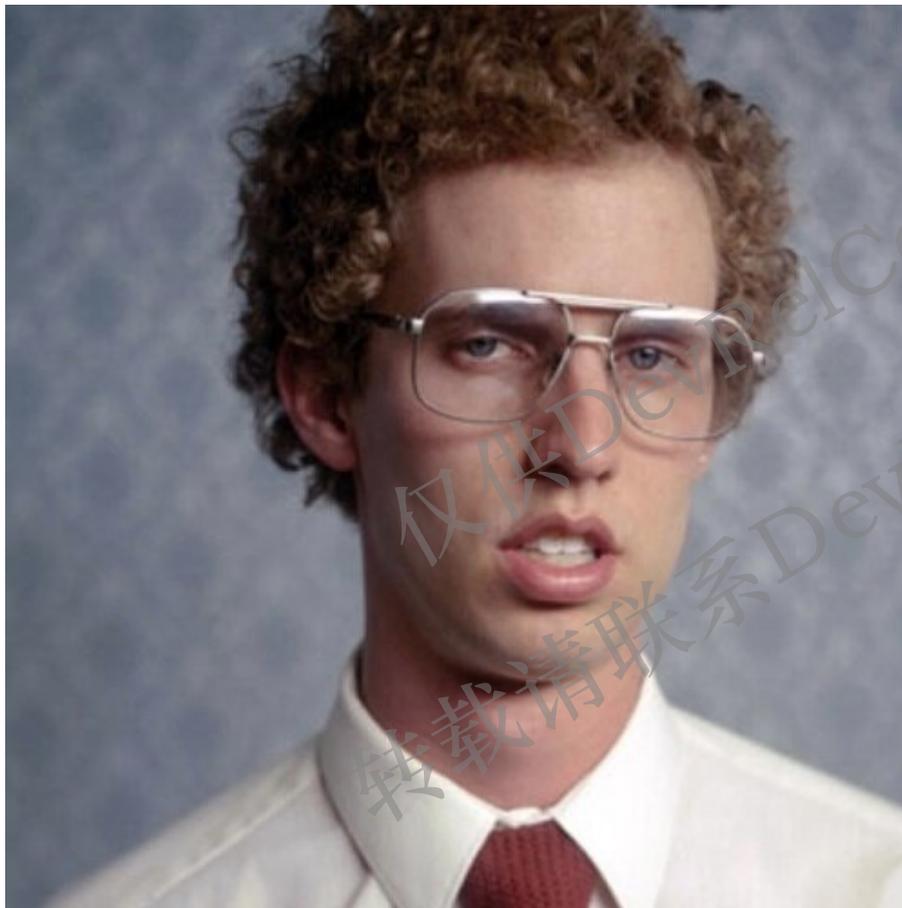Built autonomous EMEA technical evangelism and marketing team for Basho

Rebooted Couchbase's global developer advocacy programme

What is developer relations?

What is developer relations?

Code	Awareness
Community	Acquisition
Content	Product

Specialised form of marketing aimed at software developers

A handshake is worth more than a click.

Outreach
Onboarding
Community

Creating our strategy

Understand where we are

Decide our approach

Build our programme of action

Understand where we are

Product Competition

SQL query tool for Hadoop

Very large data sets
Excellent SQL coverage
Real-time query
Small, independent vendor

Querio

The competition

Apache project
Major vendor support
Slow
Poor SQL coverage

Our product is technically superior
It's great for BI queries
We are small, no one know us

The competition is the default choice
Everyone knows them
But they are slow, harder to work with

Deciding our approach

Who are we going to target?

Why should they care?

Developer segmentation

Technical drivers

Developer drivers

Organisation drivers

Market drivers

Technical drivers

Seed questions	Drivers
Does our product make sense only at a particular scale?	
Does it require one or other particular language?	
Does it require a particular platform?	
Which technical use cases does it best suit?	
Where does it sit in the development lifecycle?	

Developer drivers

Seed questions	Drivers
How much commitment does our product require of developers?	
How experienced should developers be?	
Do developers need to be decision makers in their organisations?	
What motivates them?	

Organisation drivers

Seed questions	Drivers
What types of organisation can afford our product?	
Who makes the decision for this type of product?	
Who could be a lighthouse customer?	
What organisations have needs that align with our product's benefits?	

Market drivers

Seed questions	Drivers
What does the competition look like?	
Which verticals have most growth/spare cash/insert criterion here?	
Which industry trends could help/hurt?	
Are there particular locations that might prove more fruitful?	

1. Is this group relevant to our business?

2. Is it large enough?

3. Can we make enough money from it?

4. Do we have the means to reach it?

Once we know who to target

We can define
our guiding approach

Target big data developers working in larger companies who have struggled to serve BI queries using existing SQL query tools.

How many downloads have converted to paying customers and how much did it cost us to earn each dollar?

Our plan of action

The marketing mix

- Functionality
- Brand
- Packaging
- Services

Product

- List Price
- Discounts
- Bundling
- Credit Terms

Price

Target Market

- Advertising
- Sales force
- Publicity
- Sales promotion

Promotion

Place

- Channel
- Inventory
- Logistics
- Distribution

In-person advocacy

Content

Community

Developer experience

Content
Code
Events
Pre-sales support
Community support
Community development

Focus on developer-targeted content

Very specfic events where cost is low

Gain credibility through third-party endorsements

What timeframe?

Goals: from a year to three years

Implementation:

- Sales-led company: quarters
- Product/engineering led: release cycles

Follow the rhythm of the company

Thank you!

Matthew Revell

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