

The logo for CATCHY, featuring the word in a bold, teal, sans-serif font. The background of the slide is dark blue with a subtle, wavy pattern of dots and lines. A vertical teal bar runs along the right edge of the slide.

# CATCHY

The Ecosystem Marketing Agency

# Developer Marketing Framework

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The Developer Marketing Framework is designed to audit and score your developer marketing program and provide recommendations for strategic improvement.



## Portal

- Developer experience (DX)
- Support
- Tech docs
- Navigation
- Onboarding



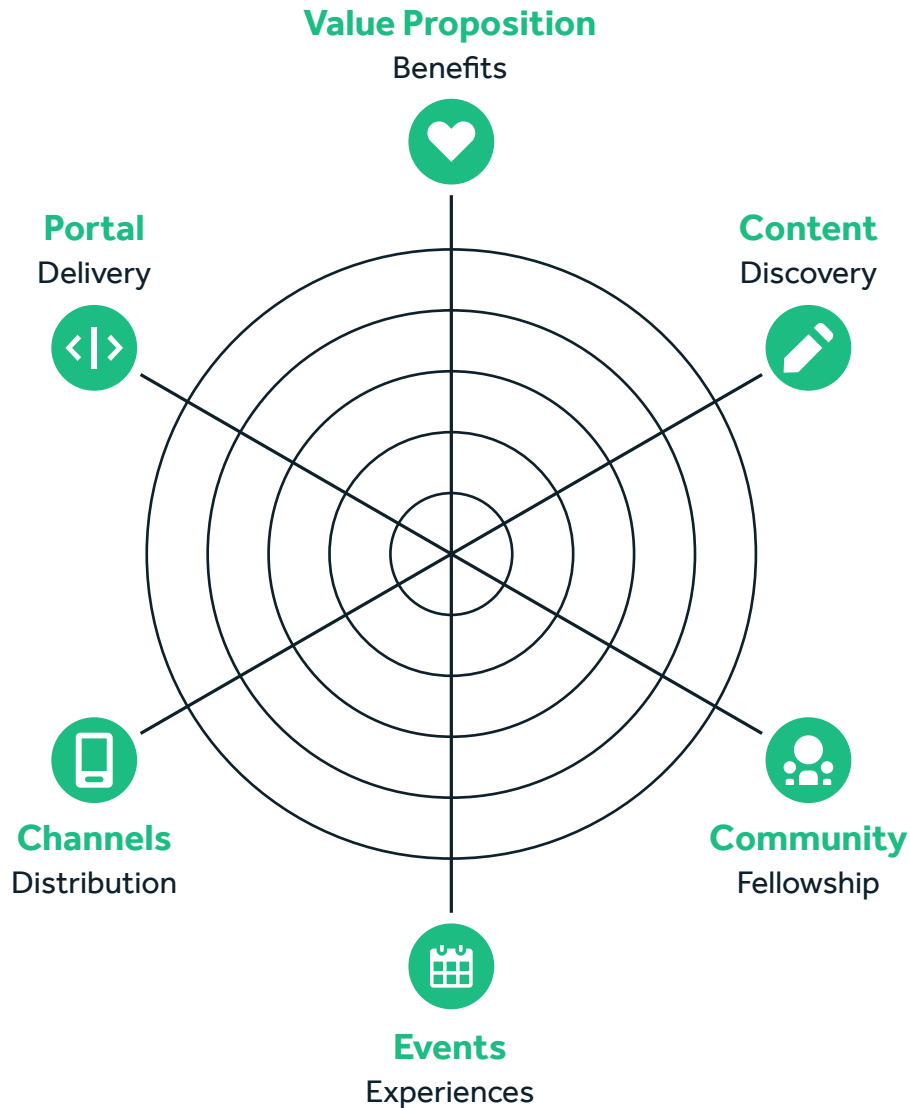
## Channels

- Distribution
- Social media
- Email
- Paid media
- Campaigns



## Events

- Meetups
- Hackathons
- Contests
- Sponsorships
- Conferences



## Value Proposition

- Target audience
- Competitive landscape
- Developer journey
- Developer motivation
- Messaging



## Content

- Blogs and articles
- Developer stories
- Use cases
- Newsletters
- Whitepapers



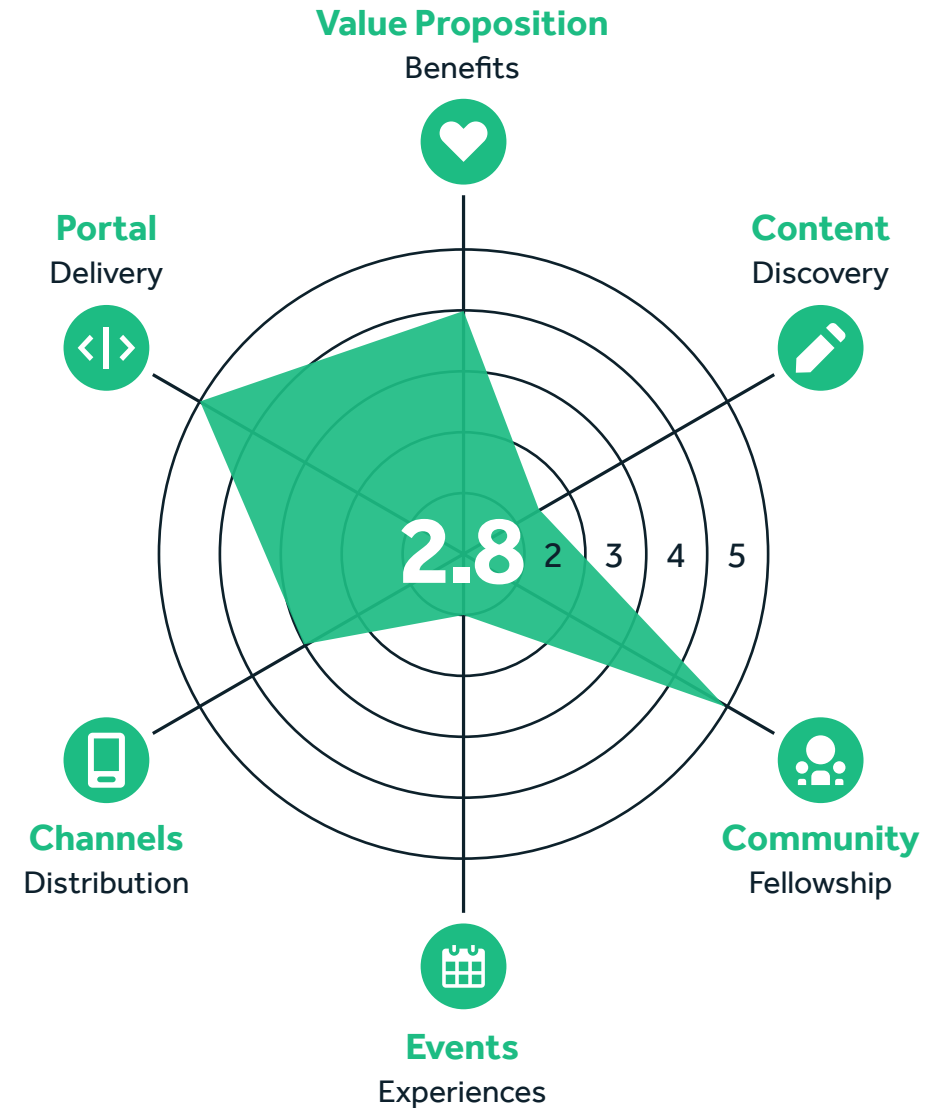
## Community

- Developer to developer (D2D)
- Owned and 3rd party forums
- Reward and student programs
- Advocacy
- Influencers

# Marketing Audit

The framework is used to audit the components of your developer marketing program and then scored against standardized criteria.

An average of the 6 components indicates the overall scoring level.



# Scoring Levels

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1

## Stationary

No or very little evidence of a strategic plan or execution.

2

## Moving

Basic execution with some evidence of strategic thinking.

3

## Accelerating

Solid execution with a demonstrable strategic plan.

4

## Leading

Strong execution and clear strategic thinking.

5

## Beacon

World class execution and strategy seen as a benchmark by others.

# Audit Report

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The comprehensive audit report scores your developer marketing program, identifies gaps in current activities, and provides recommendations for strategic improvement.



Introduction  
Value Proposition  
Content

Community  
Events  
Channels

Portal  
Recommendations  
Summary



# CATCHY

## The Ecosystem Marketing Agency

We help global tech giants, game developers, and consumer brands take their ecosystem innovation out of the building. For over a decade, we've partnered with clients to build, grow, and manage platforms that extend the usage of their products and services.

[catchyagency.com](https://catchyagency.com)

amazon

AT&T

Google

HUAWEI

IBM

Microsoft

SAP

SONY

VISA

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Qualcomm

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T