CATCHY

# Trends in Developer Marketing

Developer Marketing Summit

SAMSUNG amazon NOKIA HUAWEI

moz://a Dolby CISCO Microsoft

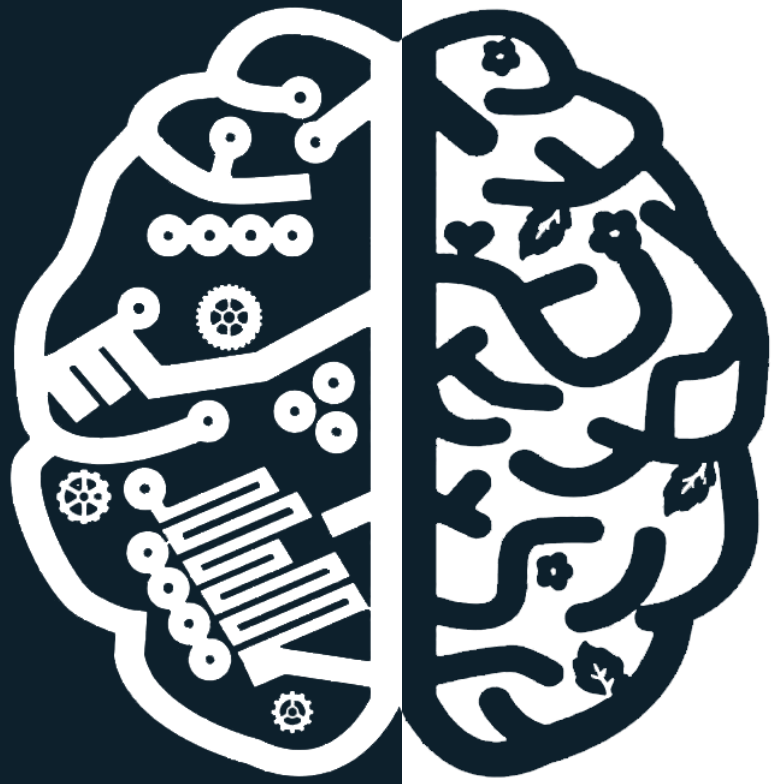
VISA SONY IBM BOSE

AT&T Lenovo 联想 Google SIEMENS

ORACLE T··· Qualcomm Algorand FOUNDATION

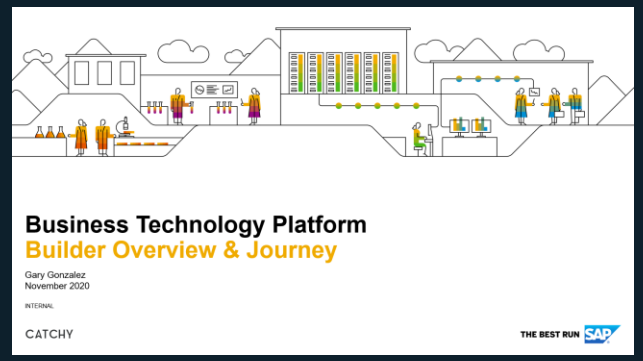
BARCLAYS ATLASSIAN U.S. AIR FORCE SAP

Consulting

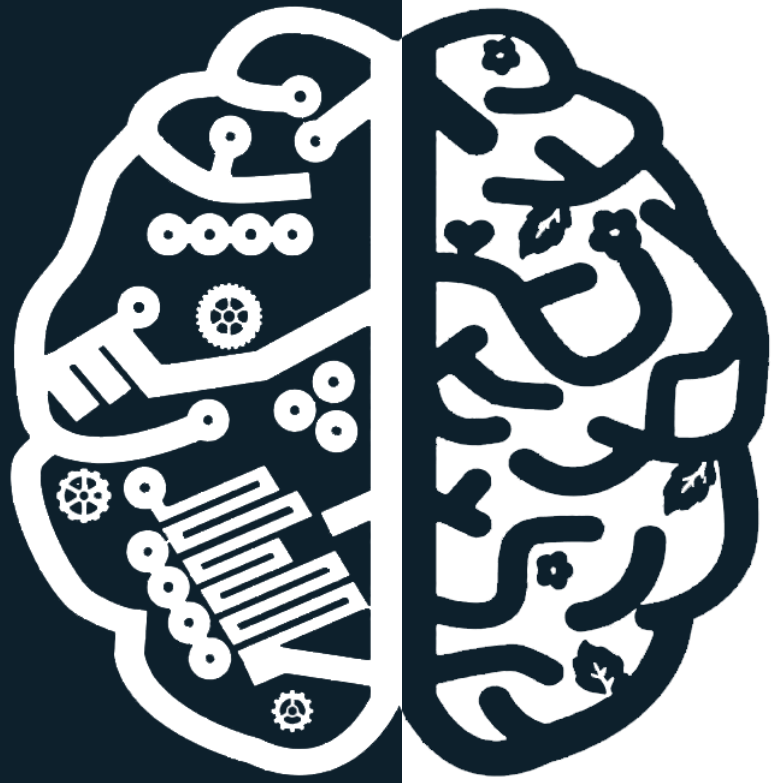


Agency

Microsoft
Microsoft Cloud
Developer Marketing
Competitive Analysis
March 2020


Business Technology Platform
Builder Overview & Journey
Gary Gonzalez
November 2020
INTERNAL
CATCHY
THE BEST RUN SAP

Developer Research
Report
Industrial Edge
SIEMENS



# Agency

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Microsoft Cloud
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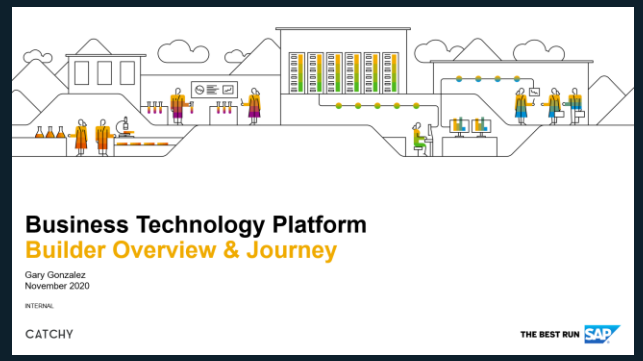
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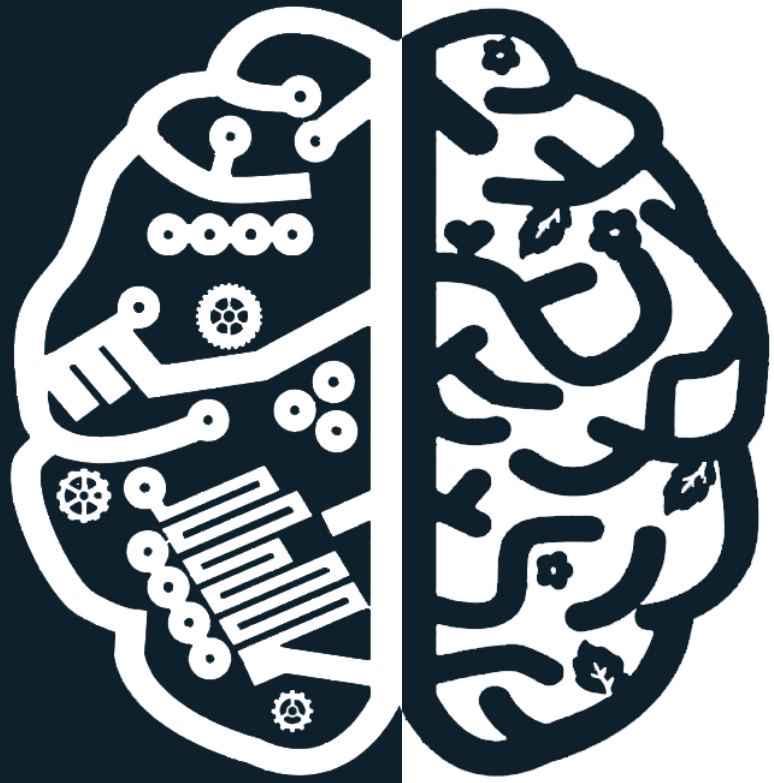
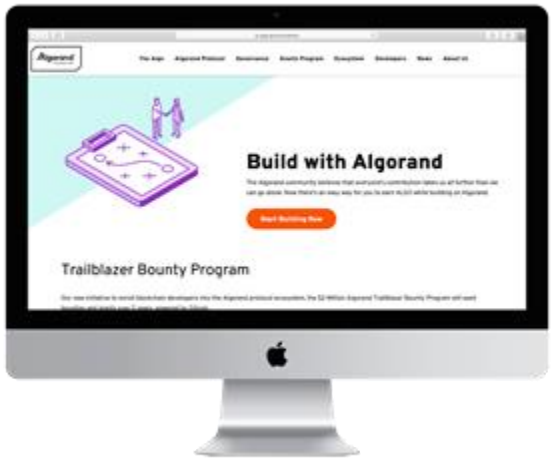


ATLASSIAN
BLOG
Don't go it alone:
A community guide for developers

ATLASSIAN
codegeist
BLOG
Reflections on Forge from hackathon developers
The Codegeist Chronicles

AppGallery
Game Fest
Campaign 2020
eBook

BLOG
Lessons on taking the leap into entrepreneurship
AMARESH RAY,
Atlassian Partner

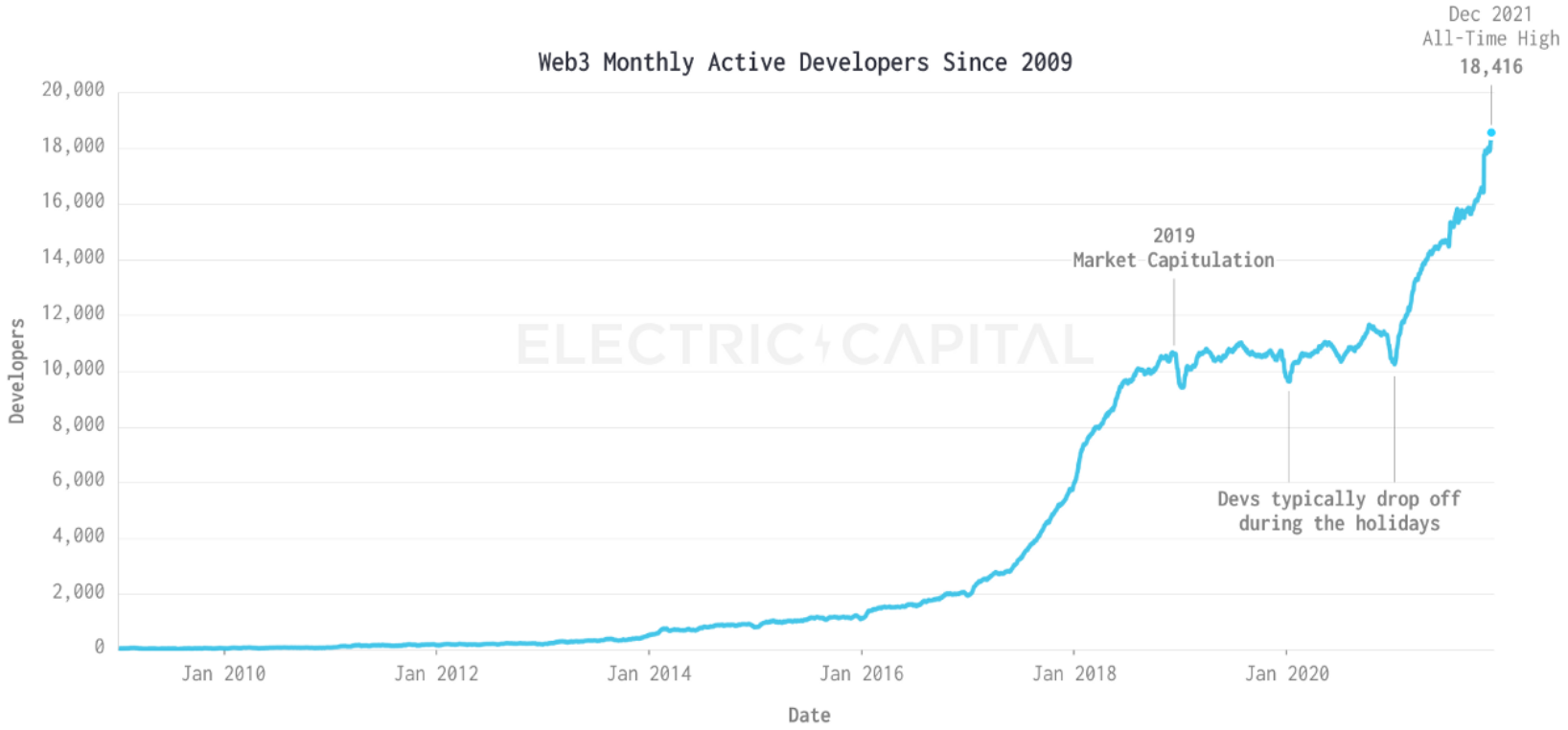

Build with Algorand
Trailblazer Bounty Program

Be a part of the future of blockchain

1

# The Decentralization of Developers

## THERE ARE NOW 18,416 MONTHLY ACTIVE DEVELOPERS IN WEB3




Source: [Electric Capital Developer Report 2021]

1

# The Decentralization of Developers

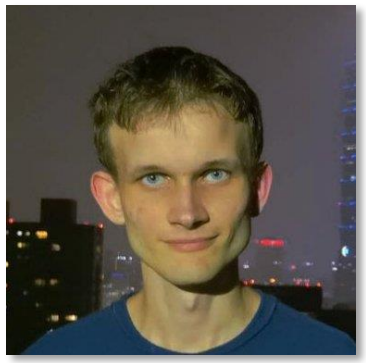
1. Increased competition for developers
2. Accelerated change for DevRel programs
3. Growing need for developer marketing and education programs

2

# The Importance of the Individual

**Elon Musk**
76.1 Million

**Tesla**
13.4 Million



**Vitalik Buterin**
3.4 Million

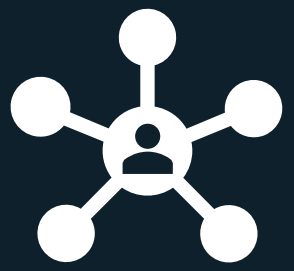
**Ethereum**
2.2 Million

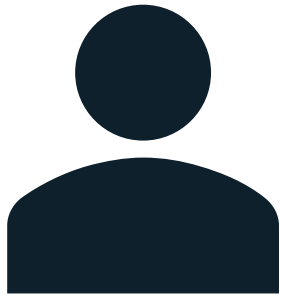
**Hideo Kojima**
3.1 Million

**Kojima Productions**
438 Thousand

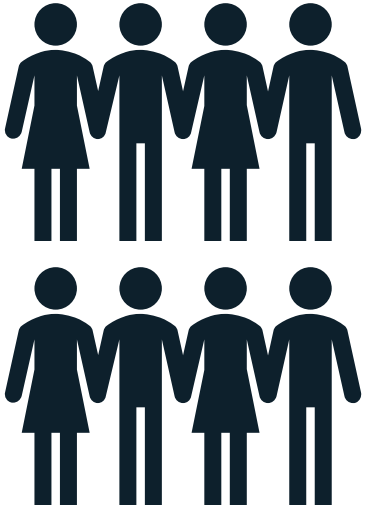
2

# The Importance of the Individual

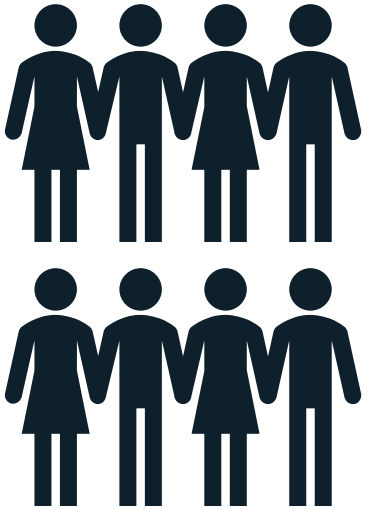




One to Many

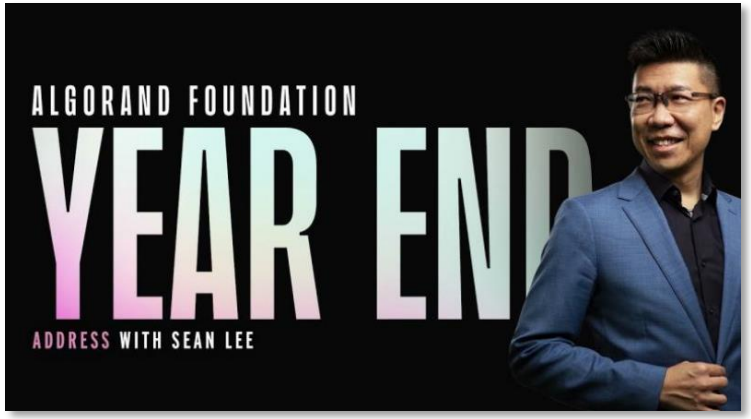


Few to Many



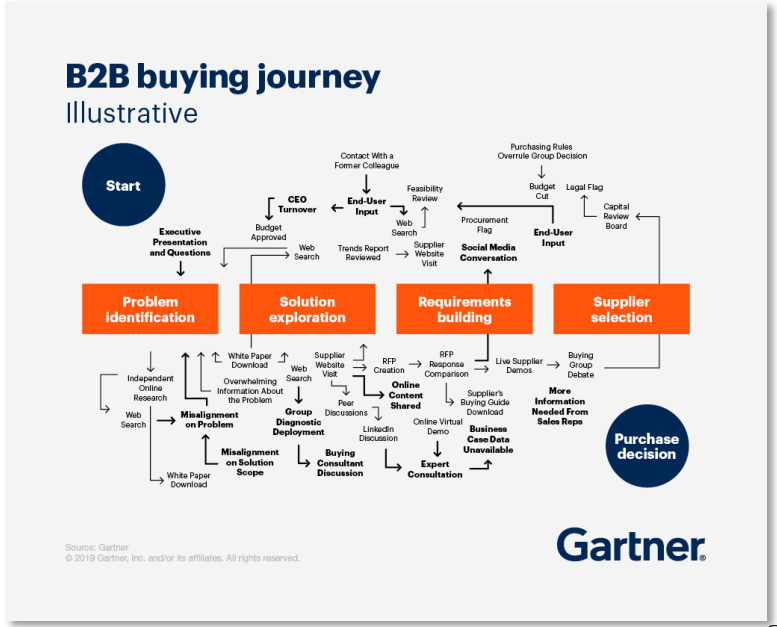
2

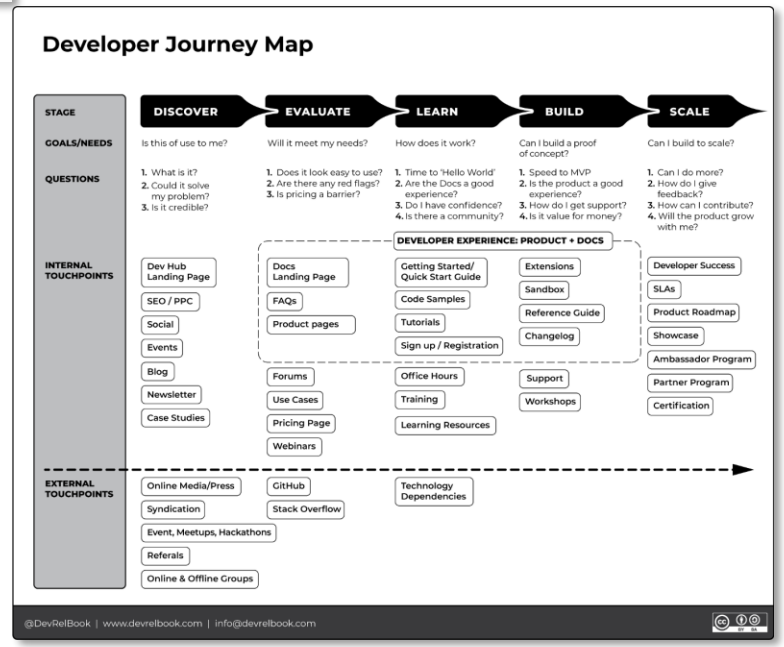
# The Importance of the Individual



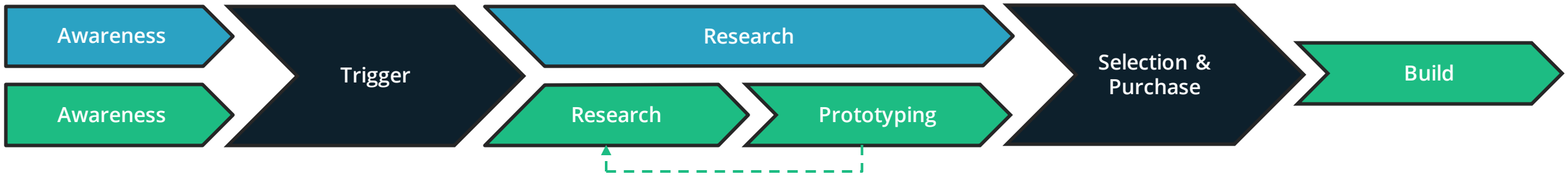
3

# The Tale of Builders and Buyers



# Integrated Builder / Buyer Journey




Buyer Journey

Builder Journey

Shared Journey

4

# The Rise of Discord and Slack

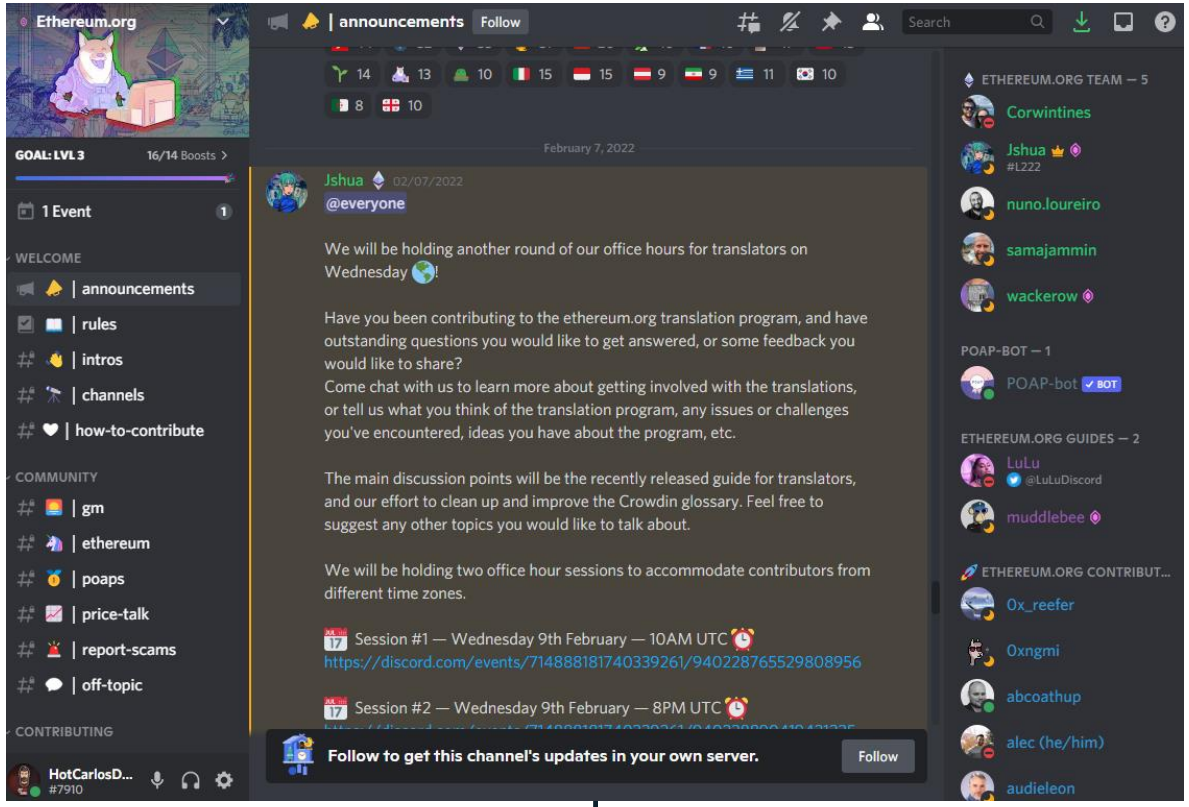
Most popular channels for developers

| | |
|---|---|
| Twitter | 52.3% |
| GitHub | 46.8% |
| Company Website | 38.5% |
| YouTube | 32.1% |
| Slack | 31.2% |
| LinkedIn | 27.5% |
| Stack Overflow | 18.4% |
| Twitch | 16.5% |
| Discord | 13.8% |
| Medium | 12.8% |

Source: State of Developer Relations Report 2021

4

# The Rise of Discord and Slack



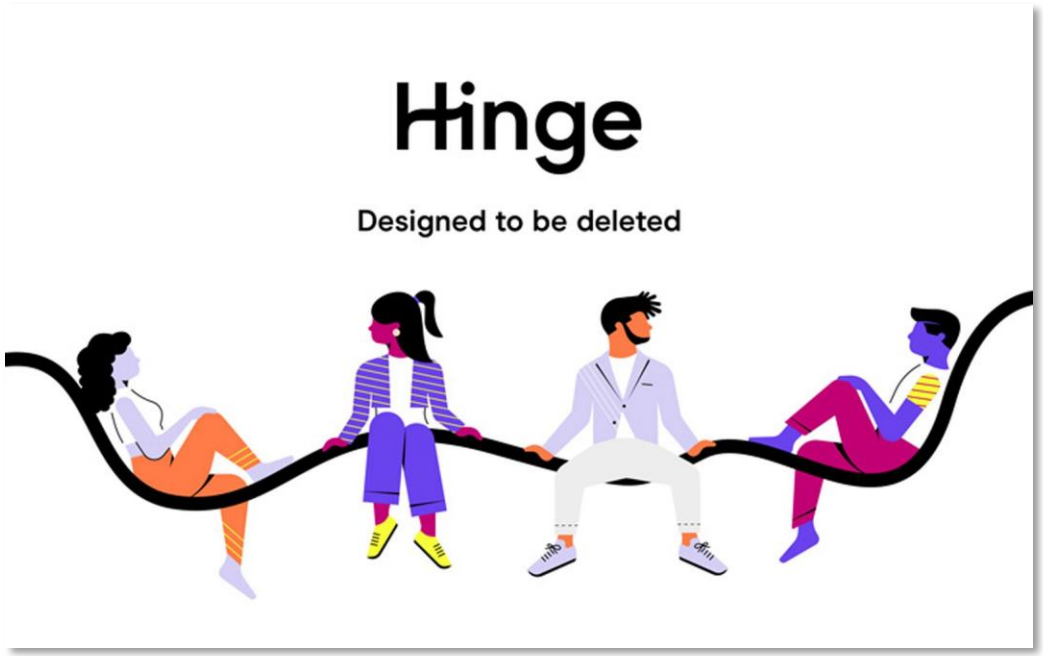

Desire for support and community

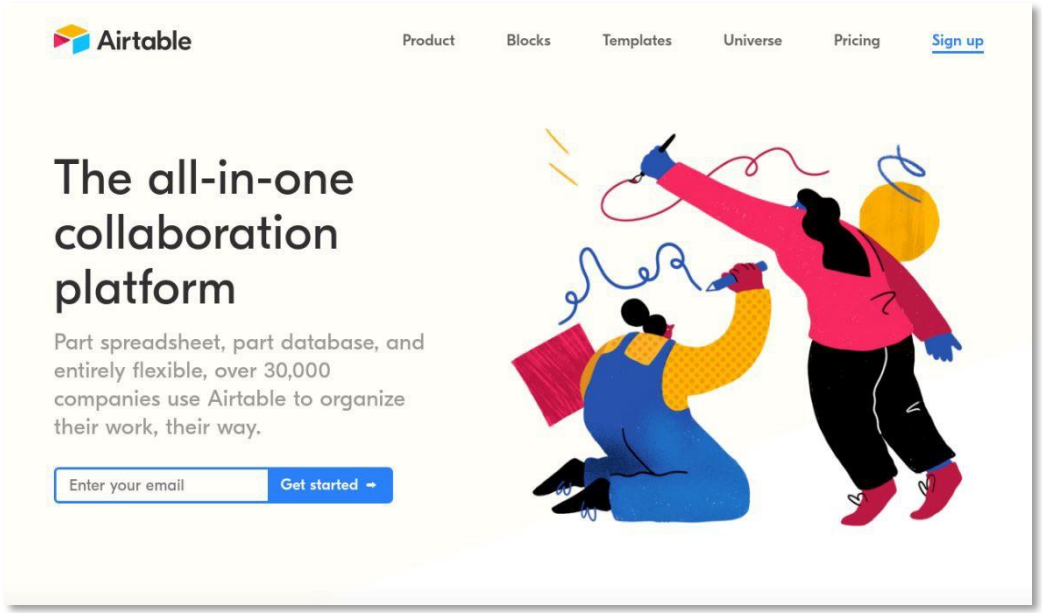
Speed of updates and response

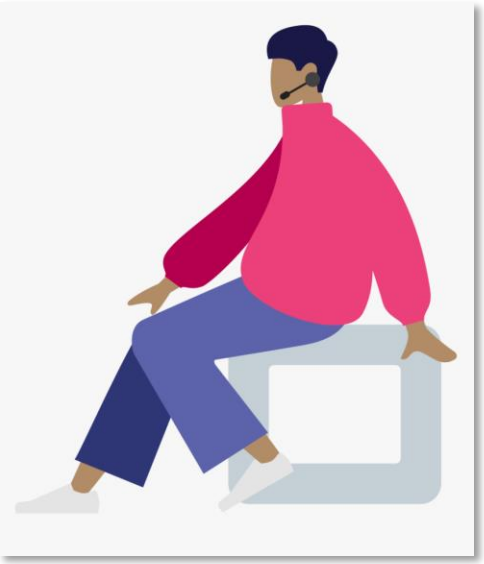
Niche and broad at the same time

5

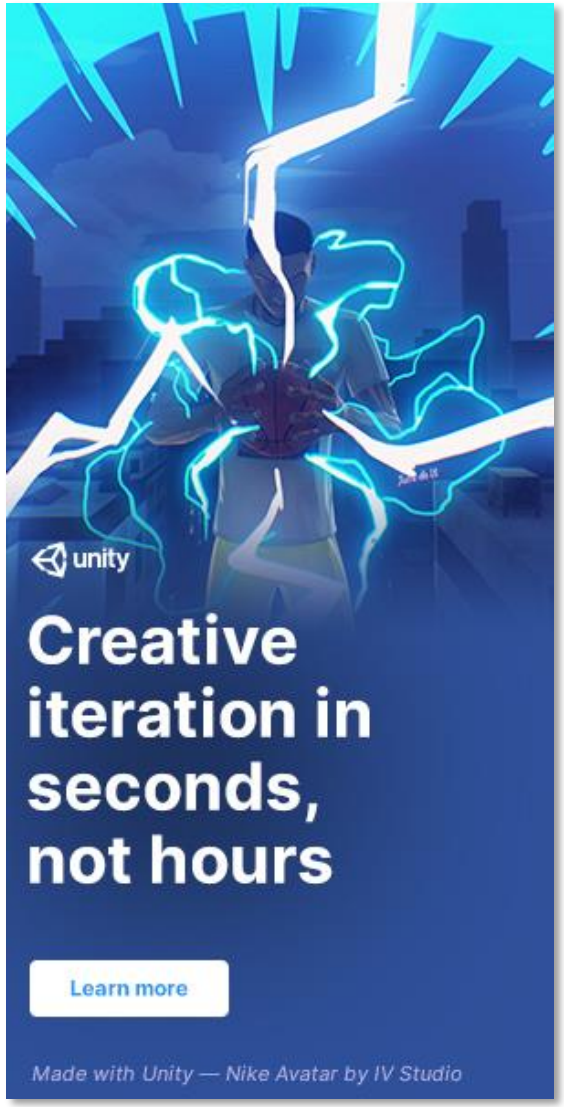
# The Death of Corporate Memphis

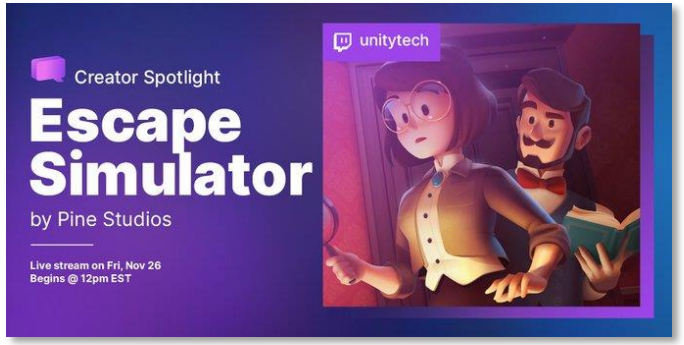


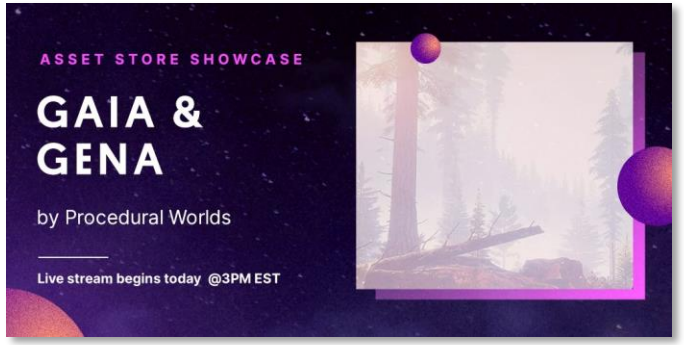



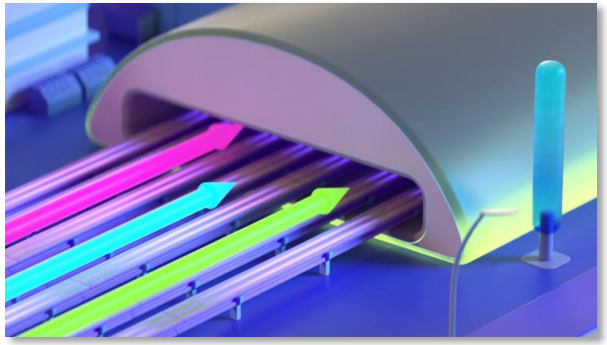



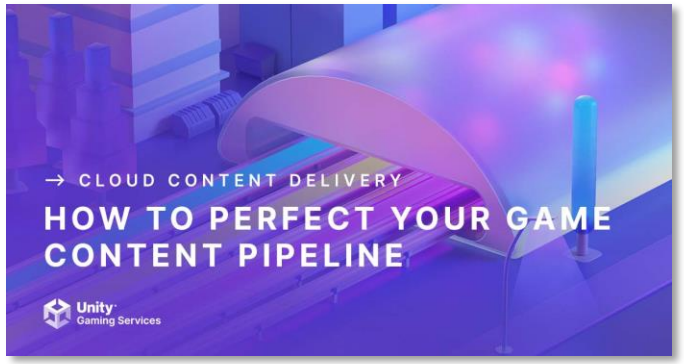
# Design System | Unity Gaming Services



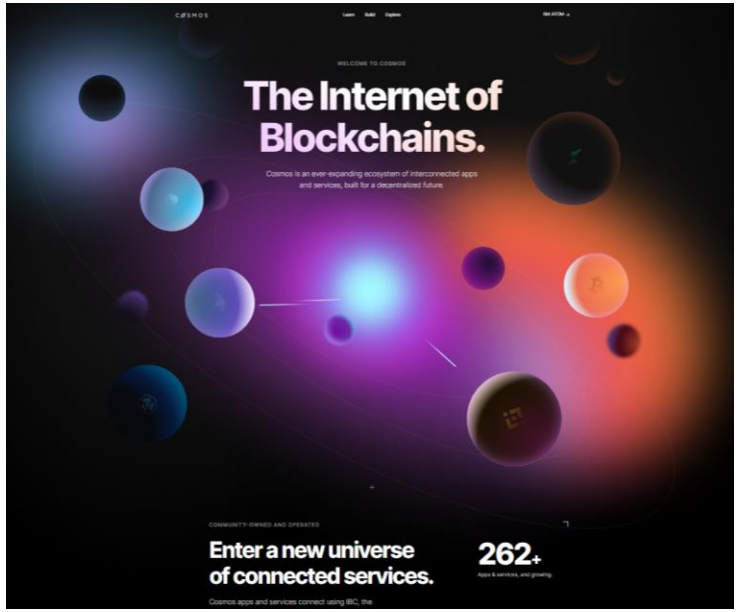



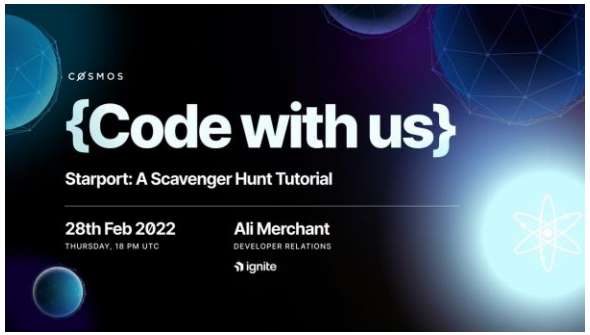


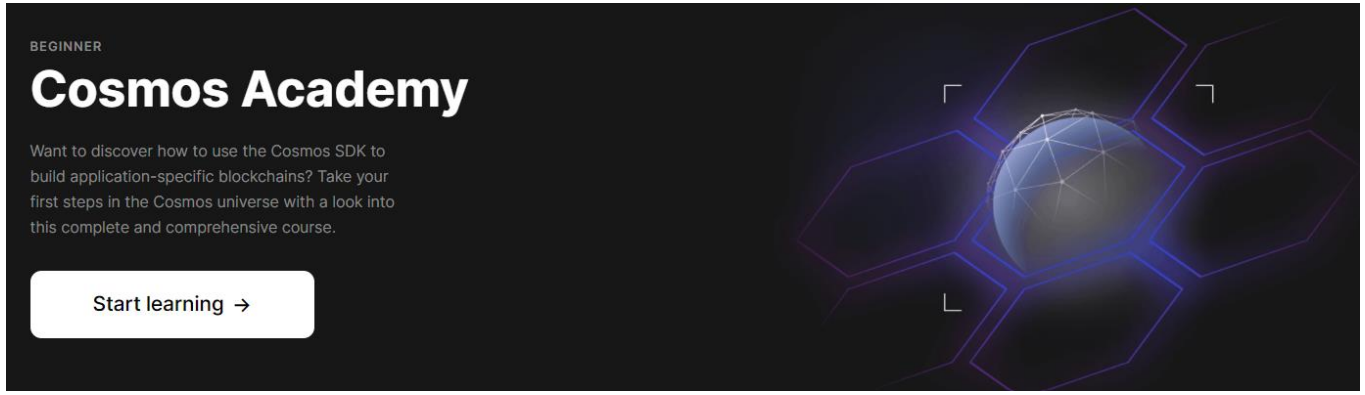





# Design System | Cosmos







# Trends in Developer Marketing 2022

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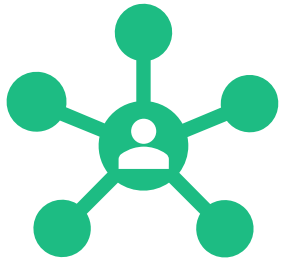

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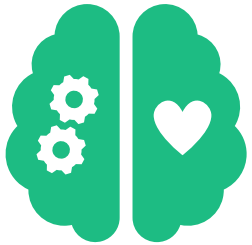

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Thank You

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