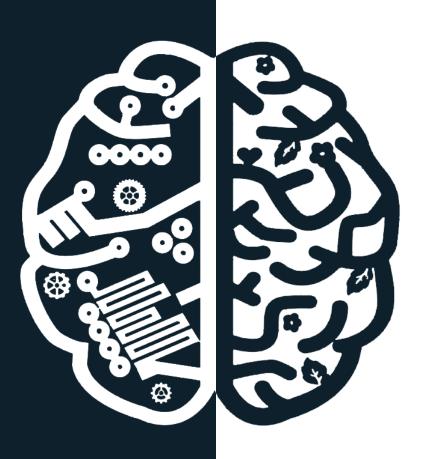
CATCHY

Trends in Developer Marketing Developer Marketing Summit





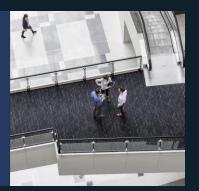
Consulting





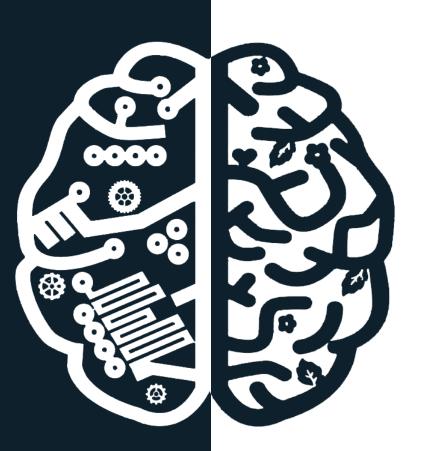
Hicrosoft

Microsoft Cloud Developer Marketing Competitive Analysis





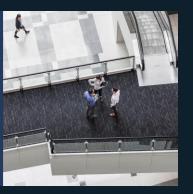




Agency

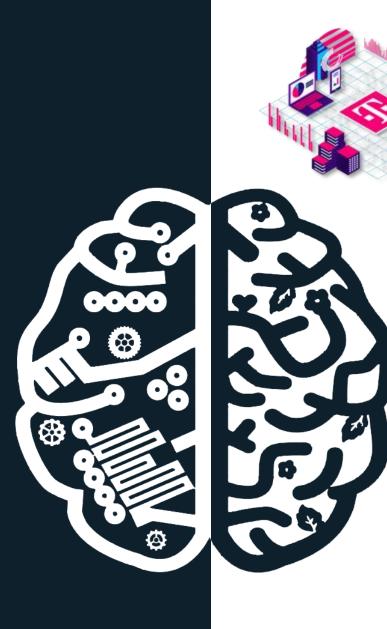
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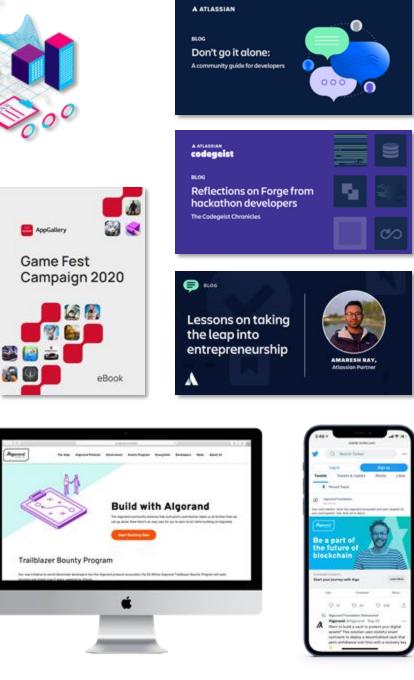
Microsoft Cloud Developer Marketing Competitive Analysis







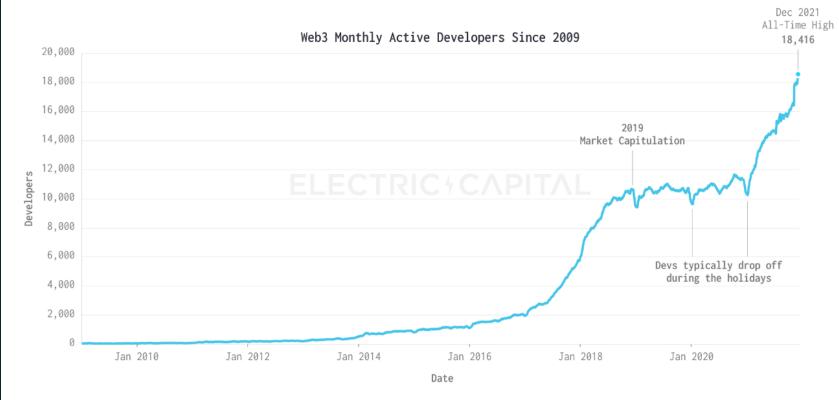




The Decentralization of Developers



THERE ARE NOW 18,416 MONTHLY ACTIVE DEVELOPERS IN WEB3



Source: Electric Capital Developer Report 2021



The Decentralization of Developers



1. Increased competition for developers

2. Accelerated change for DevRel programs

3. Growing need for developer marketing and education programs



Elon Musk 76.1 Million



Tesla 13.4 Million

The Importance of the Individual



Vitalik Buterin 3.4 Million



Ethereum 2.2 Million

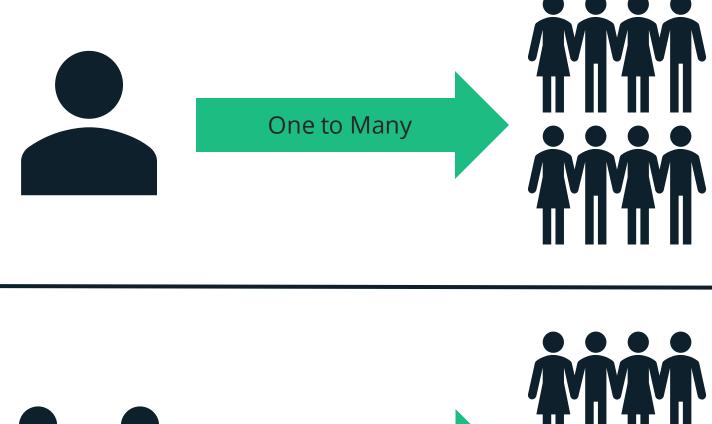


Hideo Kojima 3.1 Million



Kojima Productions 438 Thousand





Few to Many



the Individual











The Tale of Builders and Buyers

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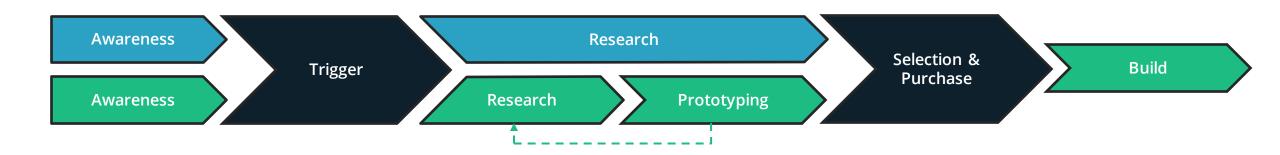
3



Gartner

Developer Journey Map > BUILD SCALE STACE DISCOVER > EVALUATE > LEARN Can I build a proof Can I build to scale? GOALS/NEEDS Is this of use to me? Will it meet my needs? How does it work? of concept? 1. What is it? 1. Does it look easy to use? 1. Time to 'Hello World' 1. Speed to MVP 1. Can I do more? OUESTION 2. Are there any red flags? 3. Is pricing a barrier? Are the Docs a good experience? Do I have confidence? Is the product a good experience? How do I give feedback? 2. Could it solve my problem? 3. Is it credible? 3. How do I get support? 3. How can I contribute? 4. Is there a community? 4. Is it value for money? Will the product grow with me? DEVELOPER EXPERIENCE: PRODUCT + DOCS INTERNAL TOUCHPOINTS Getting Started/ Quick Start Guide Dev Hub Landing Page Docs Landing Page Extensions Developer Success Sandbox SLAs SEO / PPC FAQs Code Samples Reference Guide Product Roadmap Social Product pages Tutorials Changelog Showcase Events Sign up / Registration Ambassador Program Blog Forums Office Hours Support Partner Program Newsletter Use Cases Training Workshops Certification Case Studies Pricing Page Learning Resources Webinars --------------_____ EXTERNAL TOUCHPOINTS Online Media/Press GitHub Technology Dependencies Syndication Stack Overflow Event, Meetups, Hackathons Referals Online & Offline Groups

Integrated Builder / Buyer Journey







The Rise of Discord and Slack

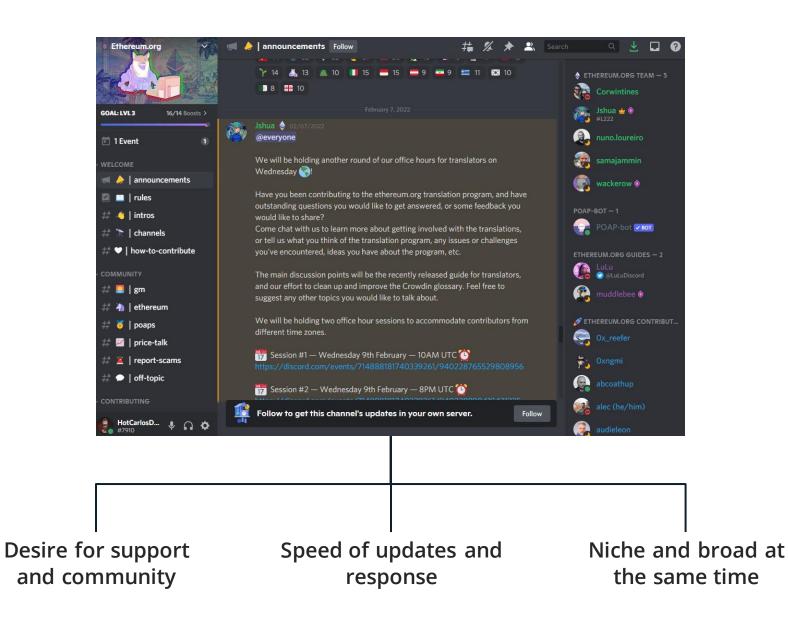


Most popular channels for developers

Twitter	52.3%
GitHub	46.8%
Company Website	38.5%
YouTube	32.1%
Slack	31.2%
LinkedIn	27.5%
Linkedin	27.570
Stack Overflow	18.4%
Stack Overflow	18.4%

The Rise of **Discord** and Slack

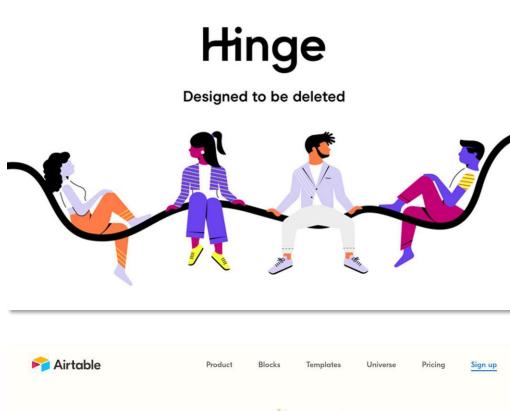




The Death of Corporate Memphis

5





The all-in-one collaboration platform

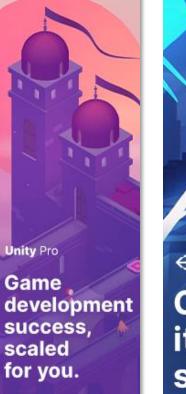
Part spreadsheet, part database, and entirely flexible, over 30,000 companies use Airtable to organize their work, their way.

Enter your email Get started -





Design System | Unity Gaming Services



€ unity Creative iteration in seconds, not hours

Made with Unity — Nike Avatar by IV Studio

Learn more

Monument Valley by Ustwo Games

Learn more

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UNITY GAMING SERVICES

Introducing Unity Gaming Services

ASSET STORE SHOWCASE GAIA & GENA by Procedural Worlds Live stream begins today @3PMEST

→ CLOUD CONTENT DELIVERY HOW TO PERFECT YOUR GAME CONTENT PIPELINE

Gaming Services

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Ali Merchant DEVELOPER RELATIONS





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build application-specific blockchains? Take your first steps in the Cosmos universe with a look into

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Thank You CATCHY