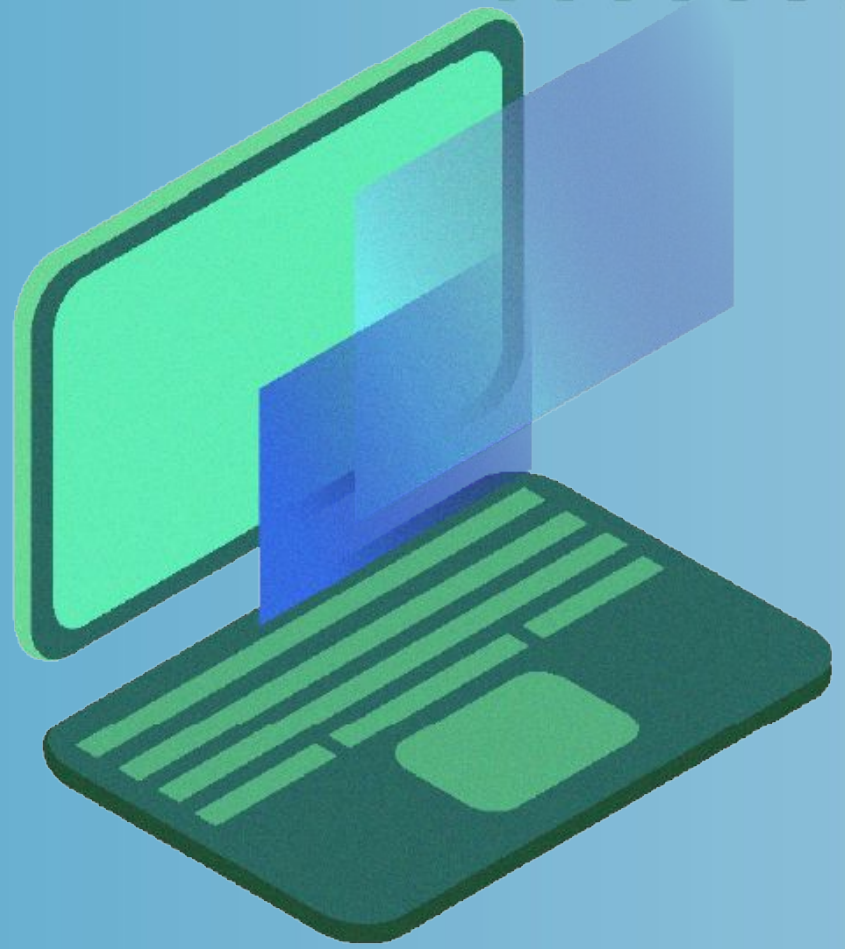
CATCHY | appsembler

State of Developer Marketing 2023



Introductions

Miguel Palma

Head of Marketing at Appsembler

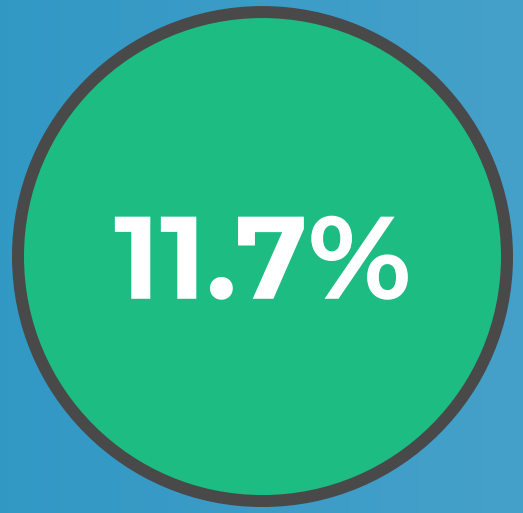
Nate Aune

CEO at Appsembler

Gary Gonzalez

Managing Partner at Catchy

The Developer Landscape

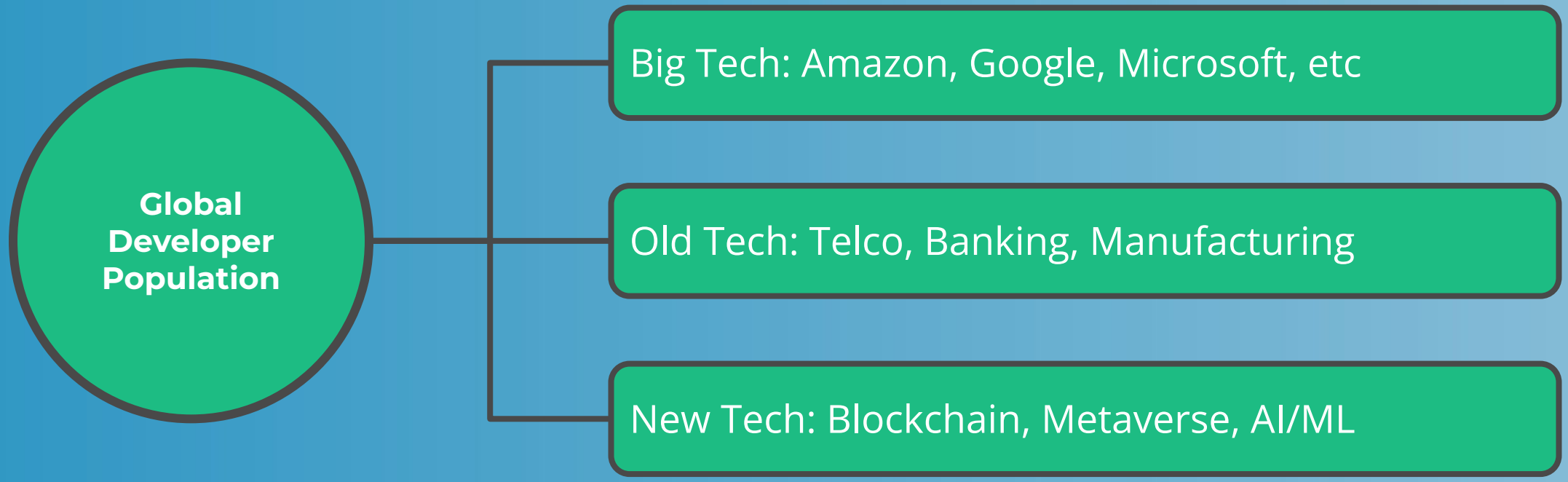


2022-2030 Software Development CGAR

YoY increase in people learning how to code

2020-2024 increase in number of global developers

Decentralization of Developers

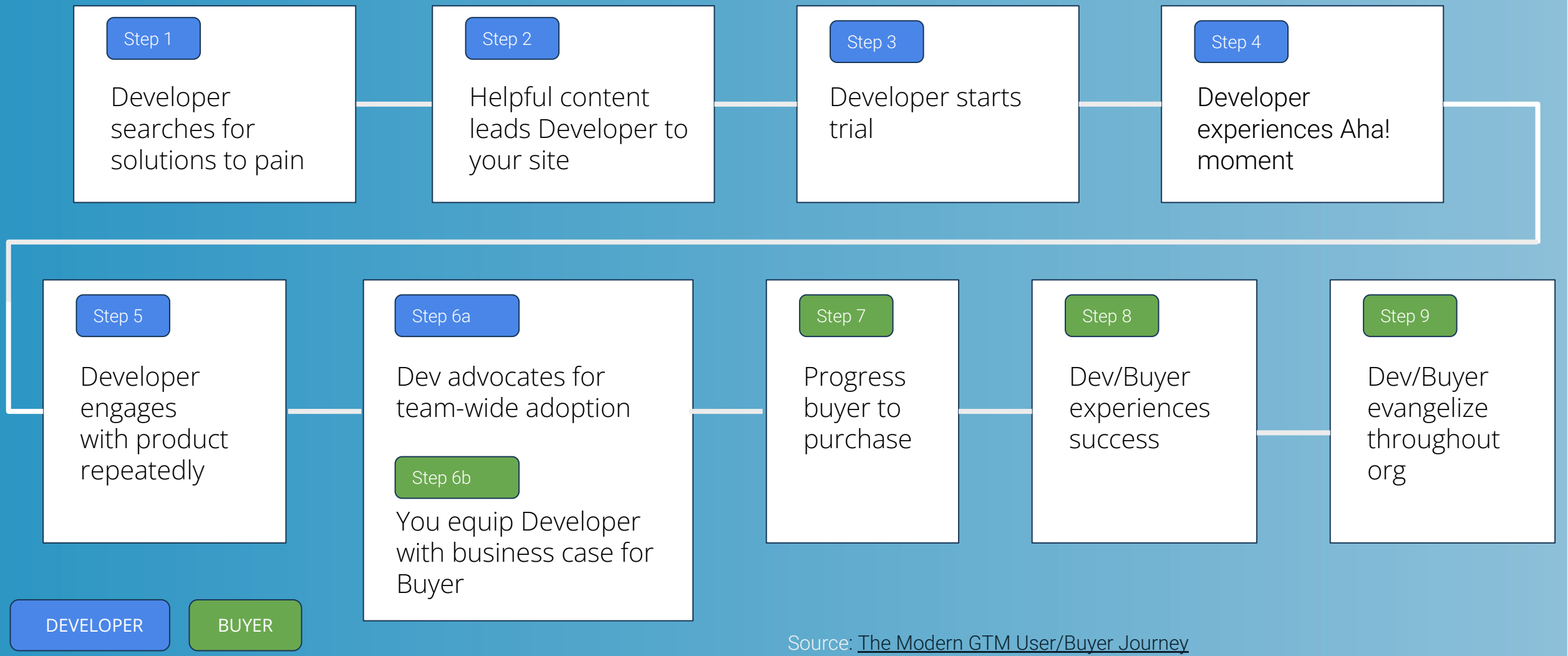


34%

The portion of sales opportunities *lost* as the direct result of developer influence.

Source: Luke Kilpatrick, DevRelCon 2019 “Building an enterprise developer marketing program from scratch”

Buyer gets involved at a later stage

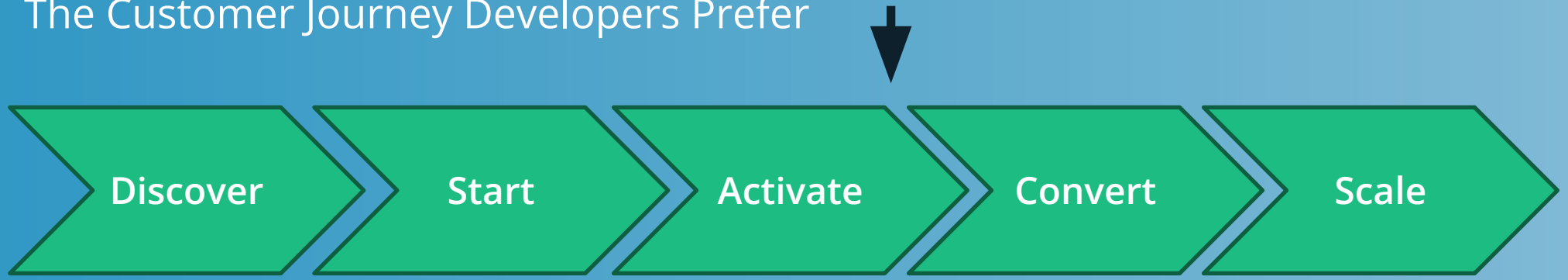


Source: The Modern GTM User/Buyer Journey

Developer's Journey

What are successful developer marketers doing differently here?

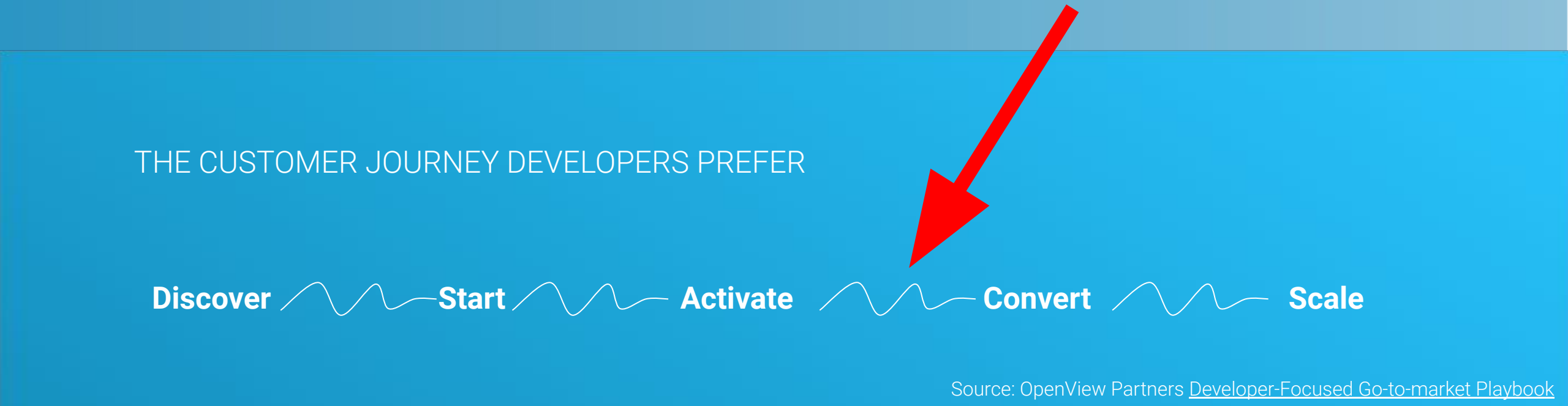
The Customer Journey Developers Prefer



Developer's journey

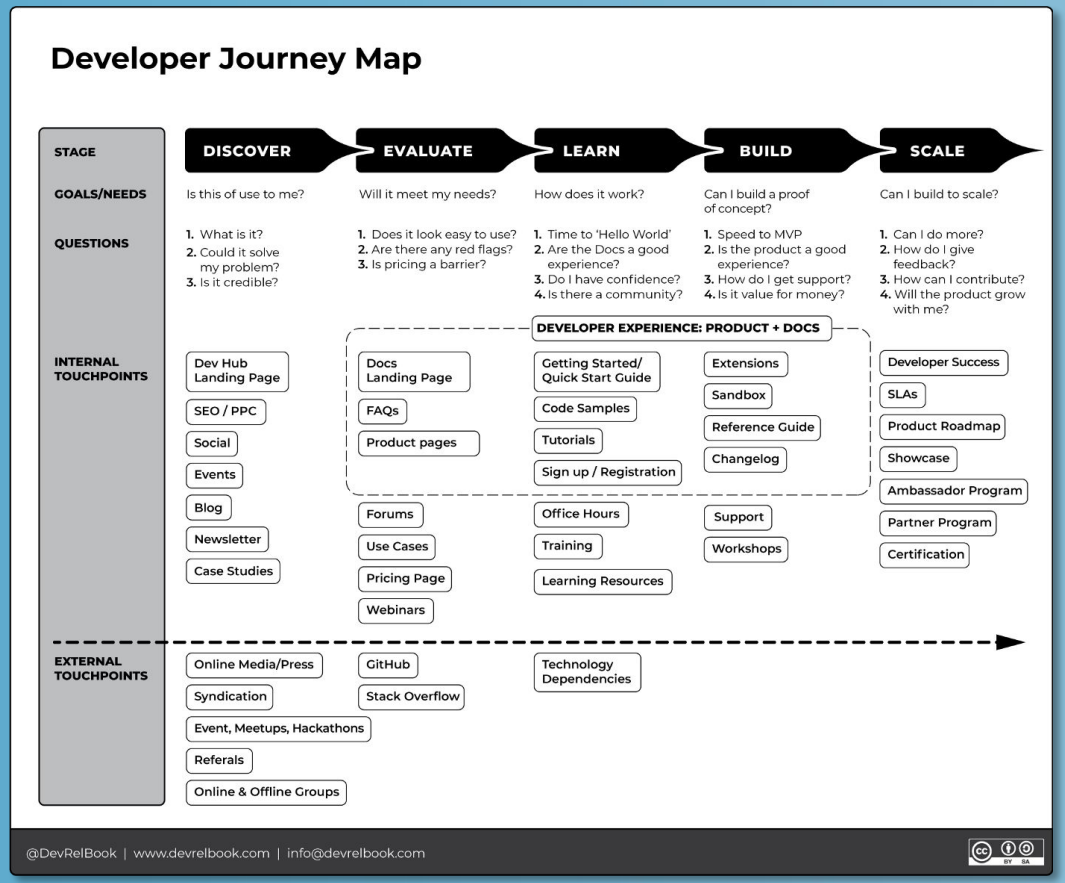
What? **Wow!** **How?** **Test it out** **Buy now!**

What are successful developer marketers doing differently here?

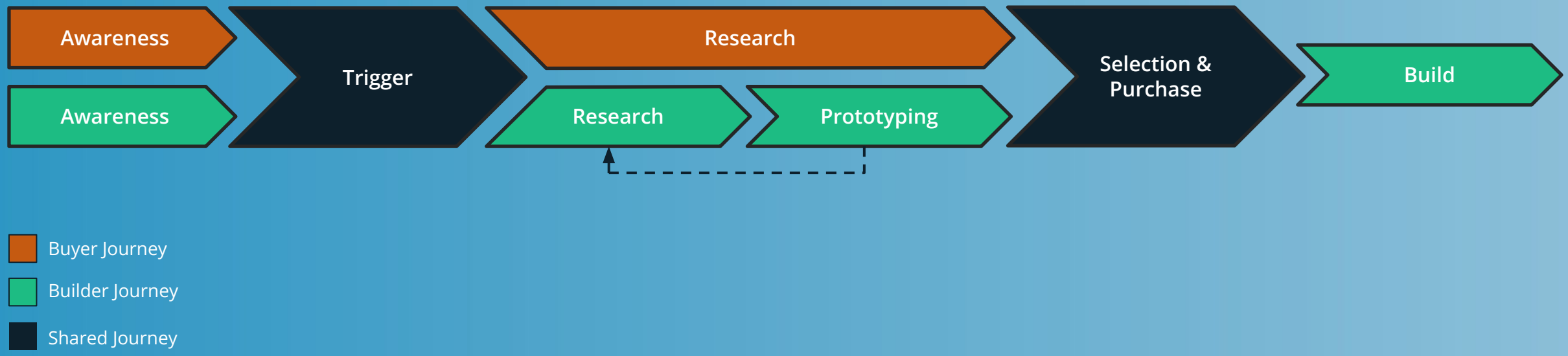


Source: OpenView Partners Developer-Focused Go-to-market Playbook

Shift in Purchasing Model

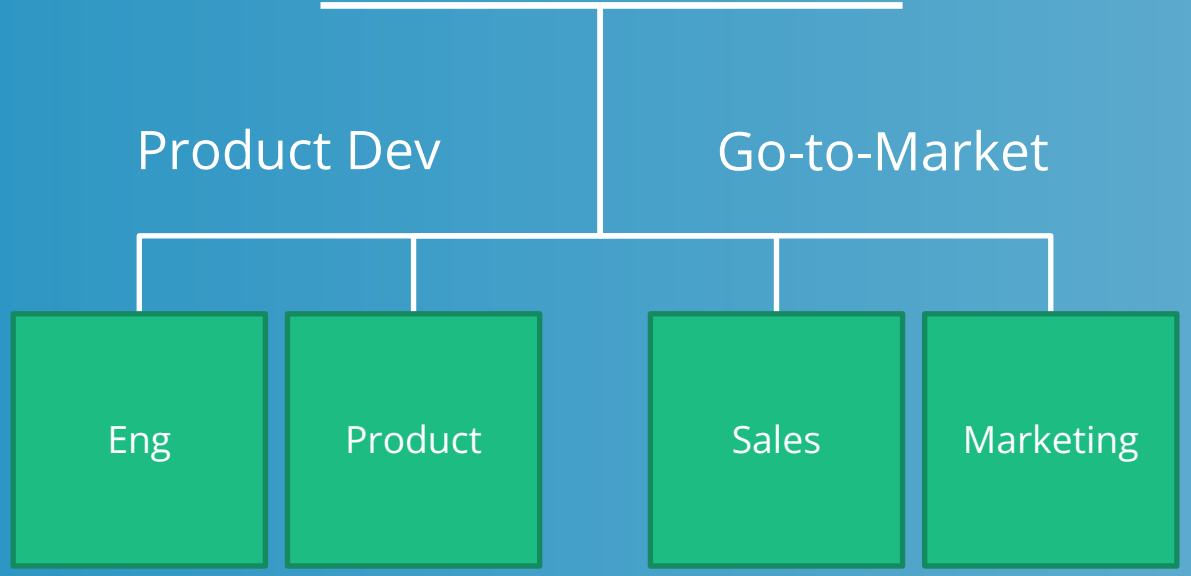


Integrated Builder/Buyer Journey



Education & community is now core

Old Org Design



Modern Org Design

Source: Unusual Ventures, The Modern GTM requires a modern organization

Education is different than training

	Education	Enablement	Customer Training
Audience	Developers (i.e., end users)	Employees	Paying Customers
Cost	Free	N/A	Paid
Focus	Awareness, adoption, lead generation	Competency	Customer success / Sales
Delivery	Online	Online / 1-1	Live instruction
Tailoring	Broad audience	Role-specific	Customer-specific
Team	Education	Technical Enablement	Sales

Source: Webinar: Why Your Software Business Needs an Education Team...and How To Build One by Kyle Banker

Developer-oriented software usually requires more education & training

Capabilities needed to deliver a great learning experience:

Course Management
authoring & delivery
assessments
certification & badging

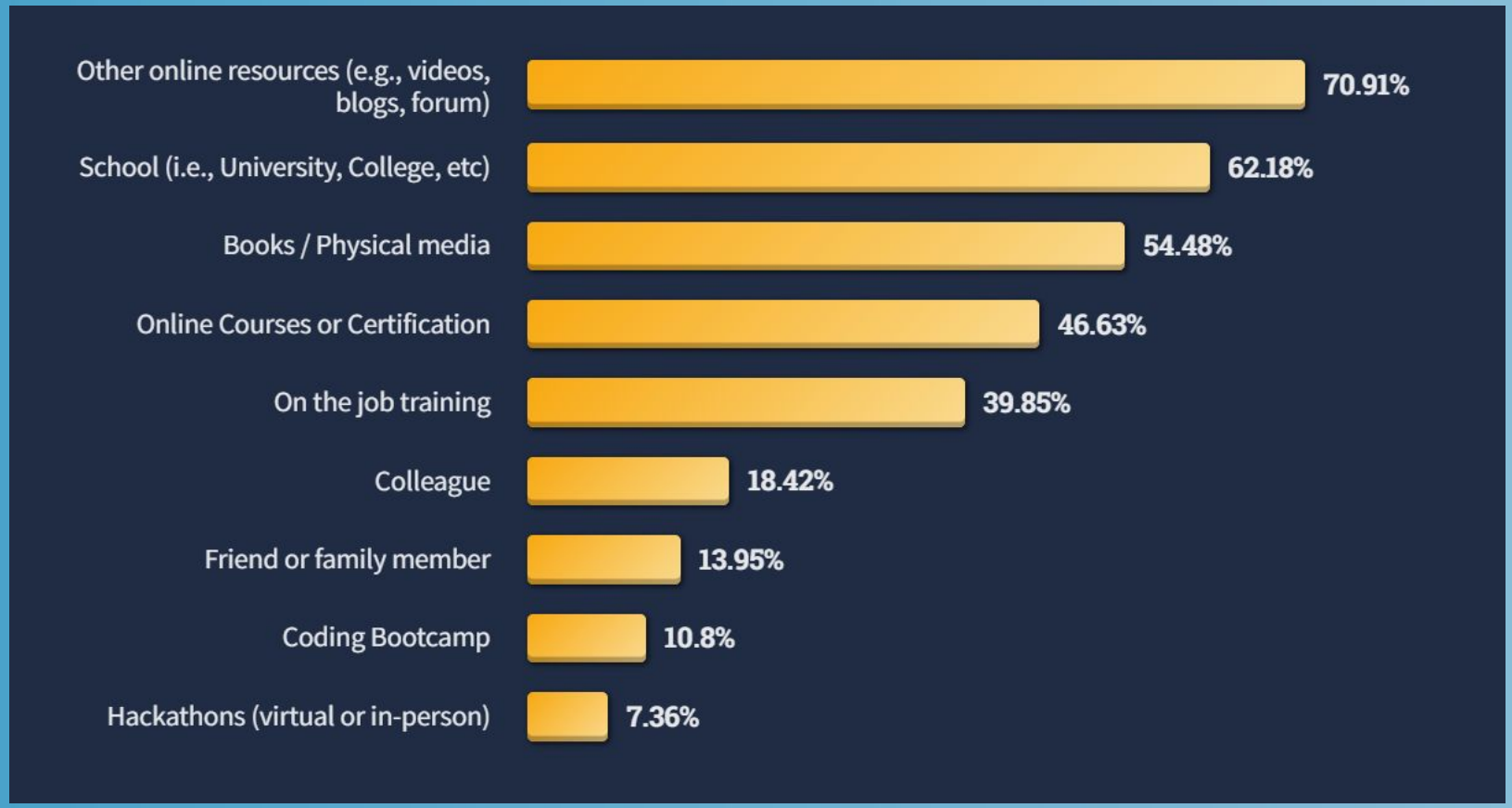
Virtual labs
hands-on exercises
on-demand sandbox
learn by doing

Integrations
track learner activity
email campaigns
analytics/reporting

The Changing Landscape

Education

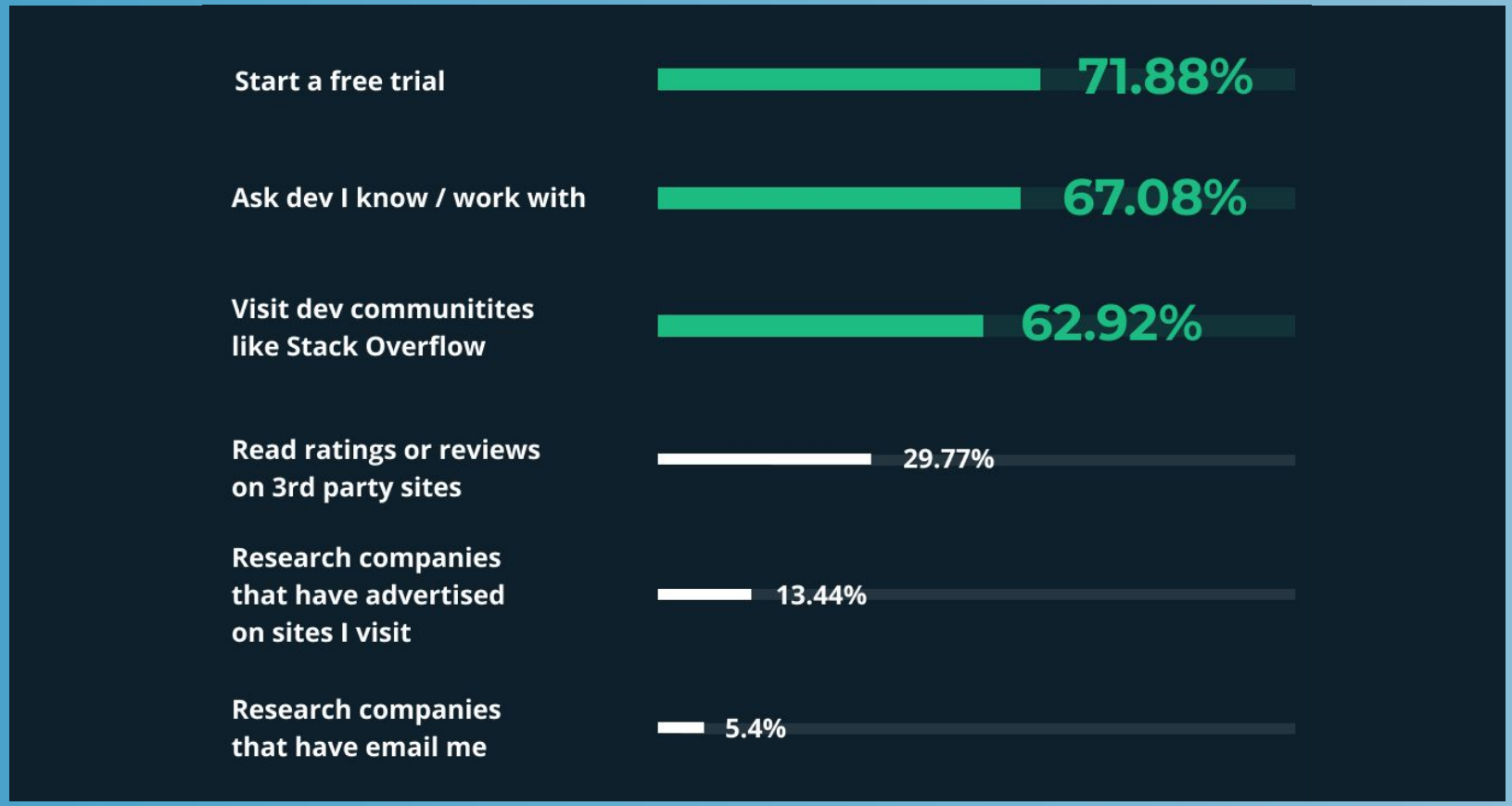
The majority of developer education now takes place via online resources



Source: Stack Overflow Developer Survey 2022

Evaluation

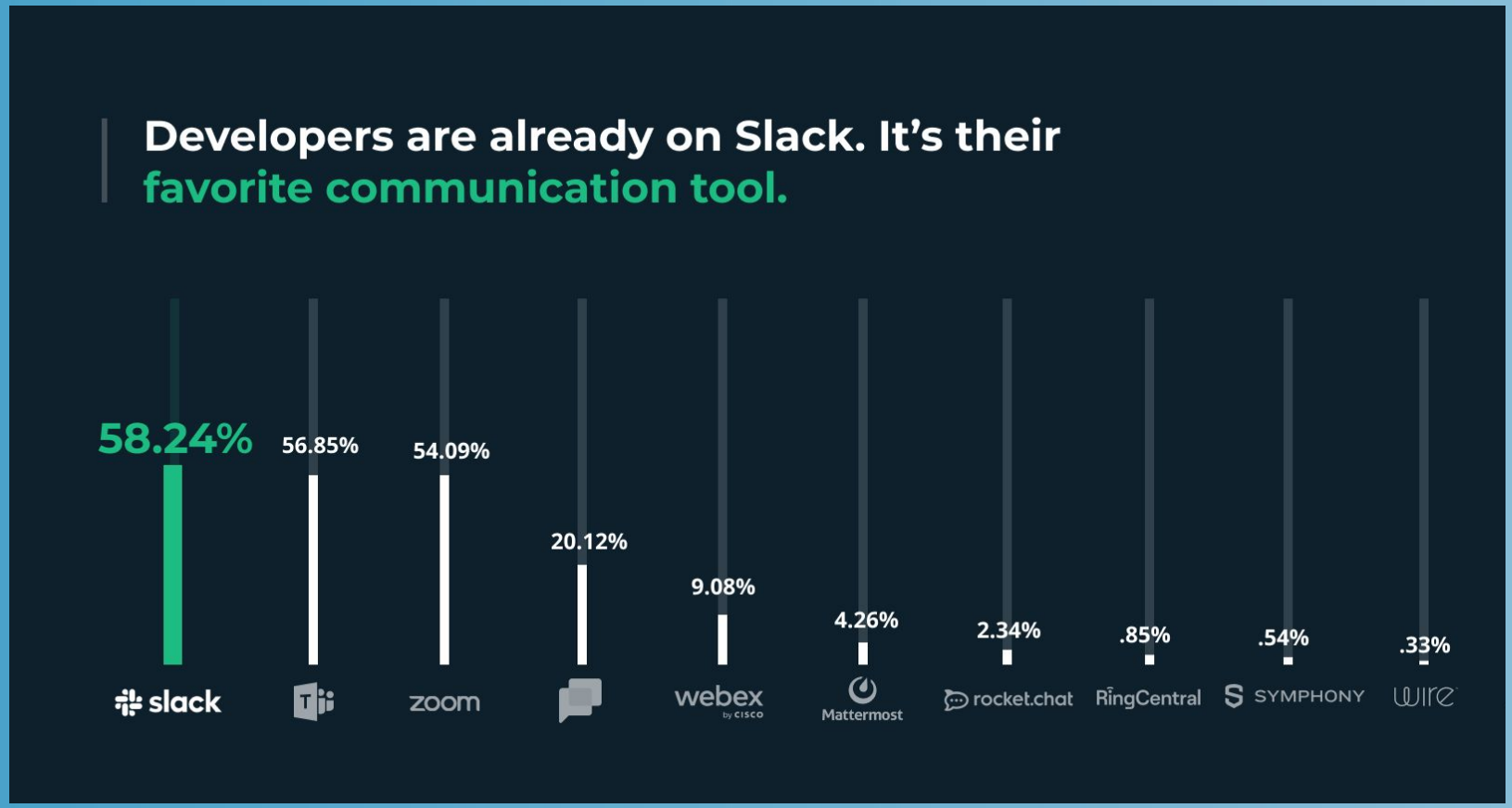
Having an easy and accessible free trial is the most important aspect of developer acquisition



Source: Stack Overflow Developer Survey 2022

Engagement

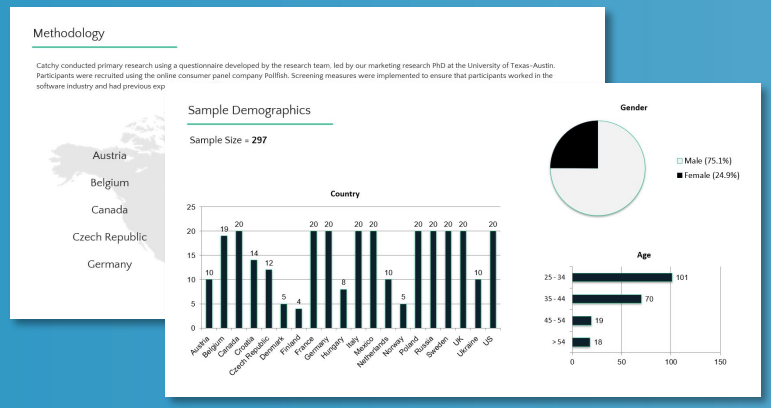
Slack and Discord are the two fastest rising communication channels among developers



Source: Stack Overflow Developer Survey 2022

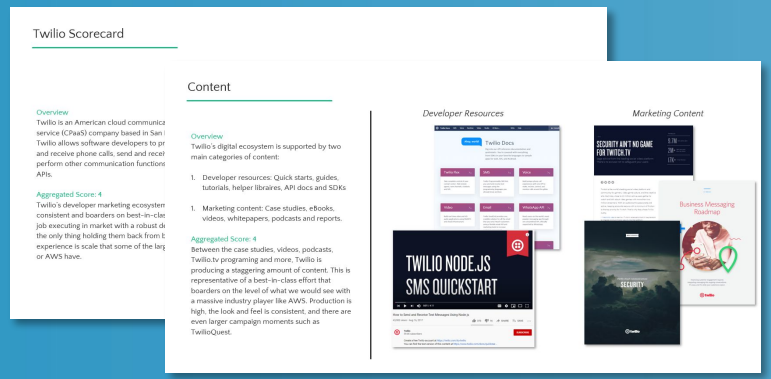
Catchy Services Overview

Deutsche Telekom

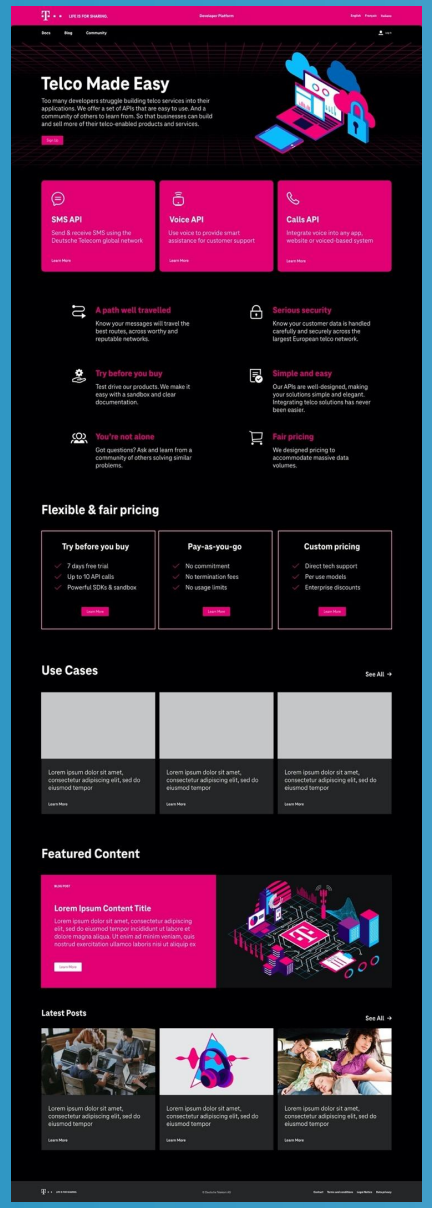


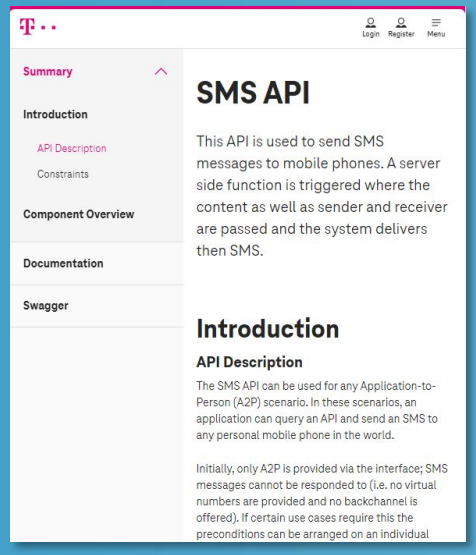
300-person developer research study and exclusive UI/UX workshop to inform insights

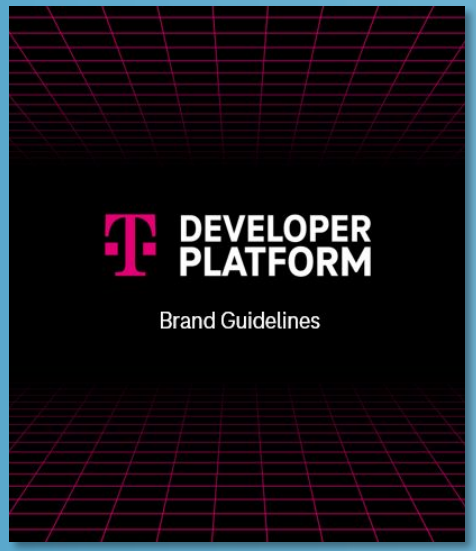
Go-to-market strategy with customer journey and audience segmentation



Marketplace and competitive analysis to generate best practices


Telco Made Easy
SMS API
Voice API
Calls API
A path well travelled
Serious security
Try before you buy
Simple and easy
You're not alone
Fair pricing
Flexible & fair pricing
Try before you buy
Pay-as-you-go
Custom pricing
Use Cases
Featured Content
Lorem Ipsum Content Title
Latest Posts

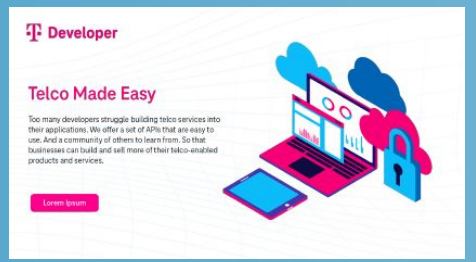

Login
Register
Menu
Summary
Introduction
API Description
Constraints
Component Overview
Documentation
Swagger
SMS API
This API is used to send SMS messages to mobile phones. A server side function is triggered where the content as well as sender and receiver are passed and the system delivers then SMS.
Introduction
API Description
The SMS API can be used for any Application-to-Person (A2P) scenario. In these scenarios, an application can query an API and send an SMS to any personal mobile phone in the world.
Initially, only A2P is provided via the interface; SMS messages cannot be responded to (i.e. no virtual numbers are provided and no backchannel is offered). If certain use cases require this the preconditions can be arranged on an individual


DEVELOPER PLATFORM
Brand Guidelines

Developer
Telco Made Easy
Lorem Ipsum

Developer
Telco Made Easy
Lorem Ipsum

Developer
Telco Made Easy
Lorem Ipsum


Developer
Telco Made Easy
Lorem Ipsum

Our Solution

Appsembler developer education platform

tahoe by appsembler

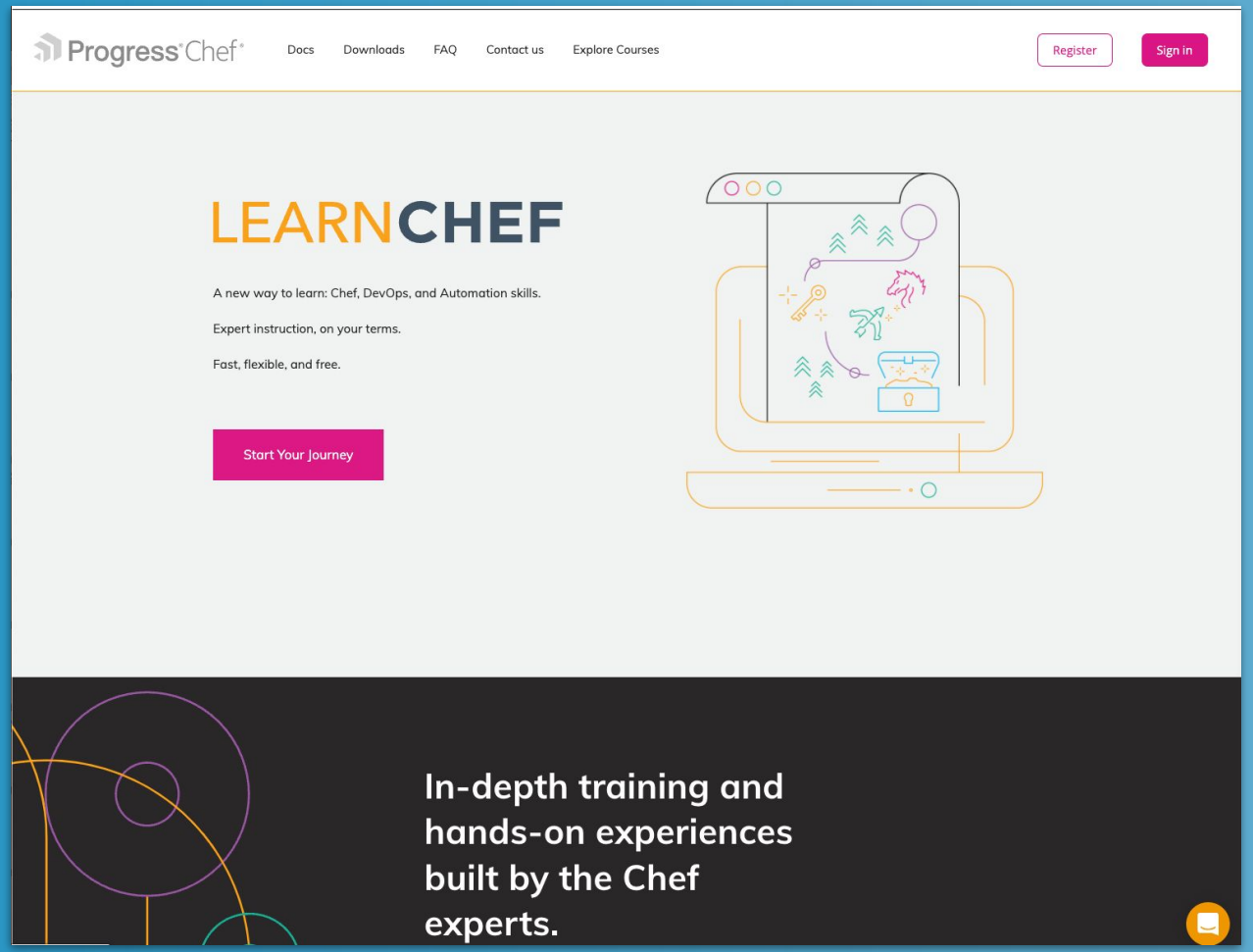
Virtual Software Labs by appsembler

Course Content
Authoring tool
Assessments engine
Badges & Certificates

Software Labs
Instant sandboxes
Hands-on exercises
Learn by doing

Business Intelligence
Track activities
Integrate w/ CRM
Rich data analytics

Learn Chef



learn.chef.io

Chef Software: A Guided Tour

Not sure where to begin your quest? Here's a recommended progression through the introductory courses on Learn Chef that will cover the basics of Chef Software products and services. This includes the Chef Principles certification exam.

1

Beginning Your Chef Journey

View Course

2

Ruby Essentials

View Course

3

Manage Your Fleet with Chef Infra

View Course

4

Test Expectations with Chef InSpec

View Course

5

Deliver Applications with Chef Habitat

View Course

6

Chef Compliance: First Steps with Auditing and Remediation

View Course

7

Secure Your Infrastructure with Chef Automate

View Course

8

Chef Principles Certification Exam

View Exam

Robust tracking infrastructure

Chef is able to track course and badge activities in **Marketo**

Chef is able to capture, categorize, and tag information per course/section/user in **Salesforce**

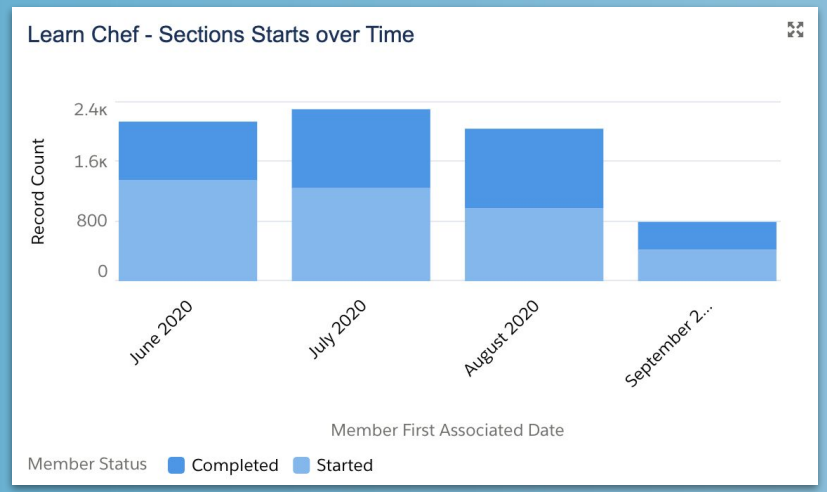
Marketo Infrastructure

Salesforce Tagging

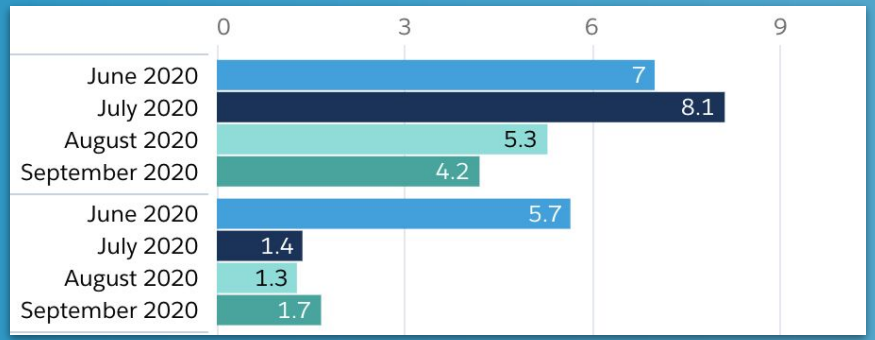
Source: Webinar: Why Software Companies Use Education to Turn Users into Advocates

Deep dives on engagement metrics

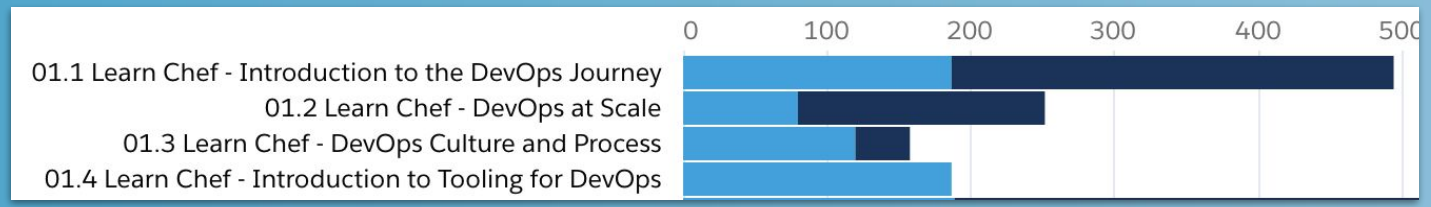
- Identifying user personas and enabling marketing touchpoints
- Understanding the user learning journey
- Sharable reports in company-standard reporting depots (Salesforce)



Completion Rates over Time

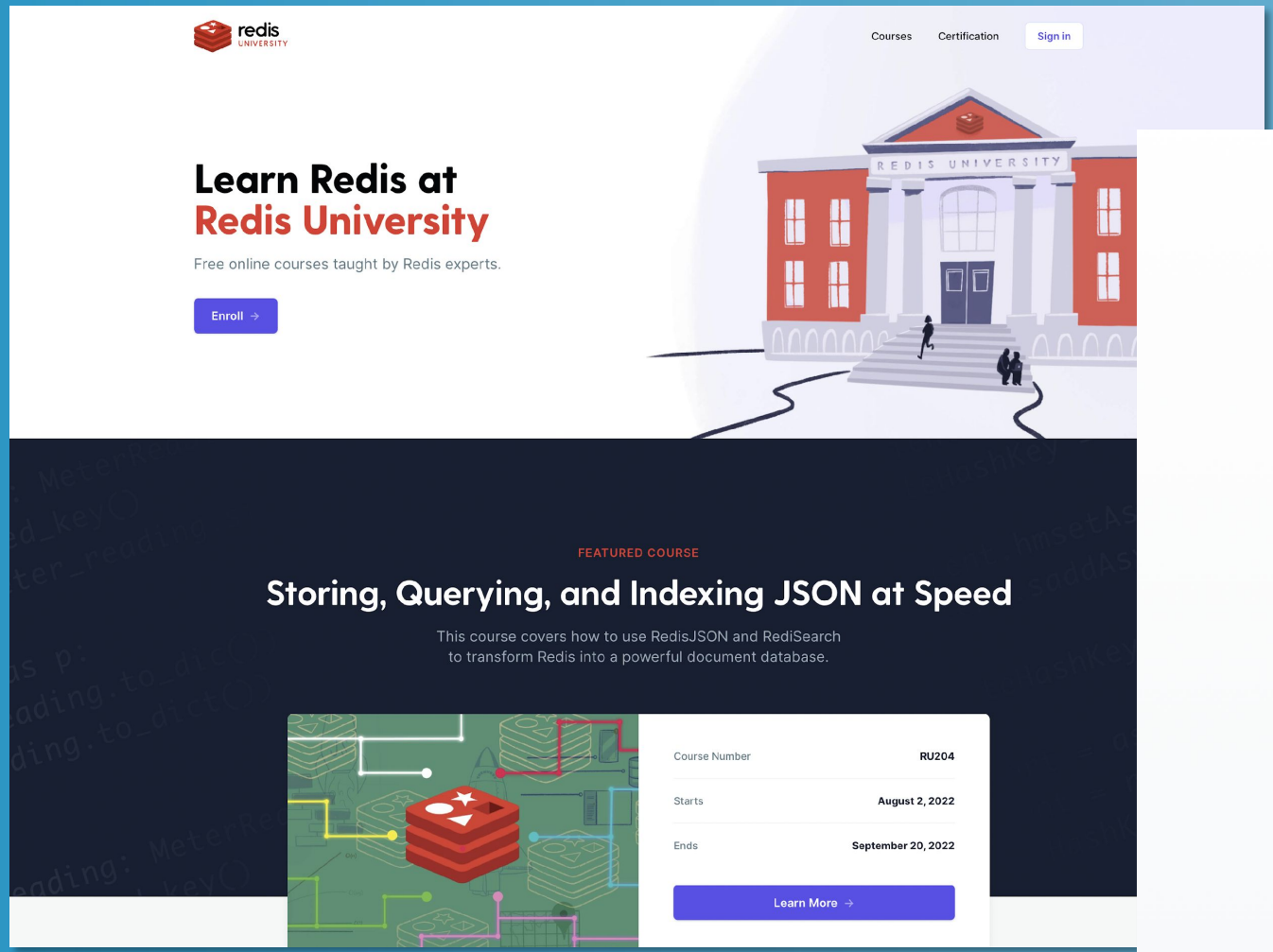


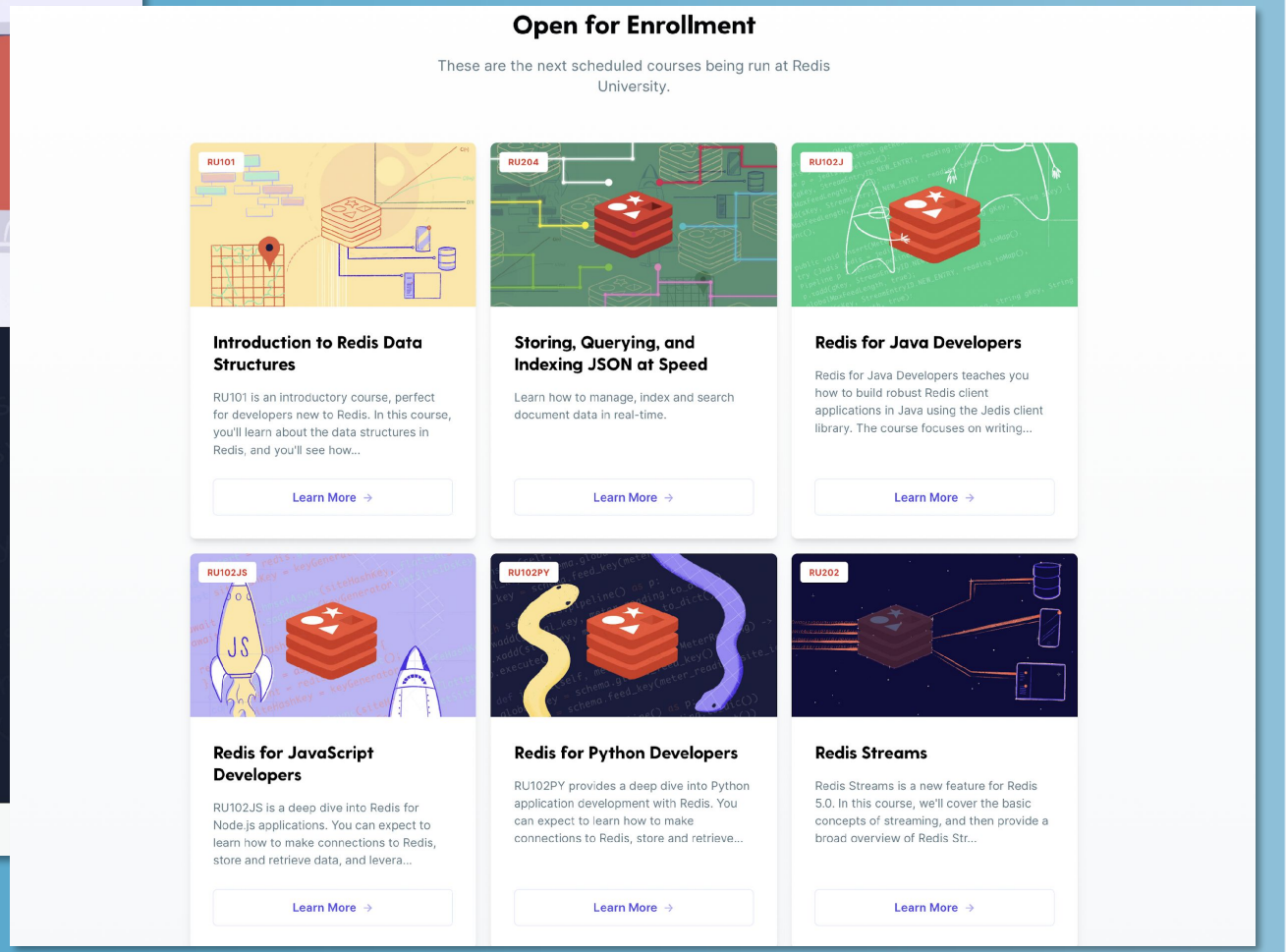
Section Completions by Status



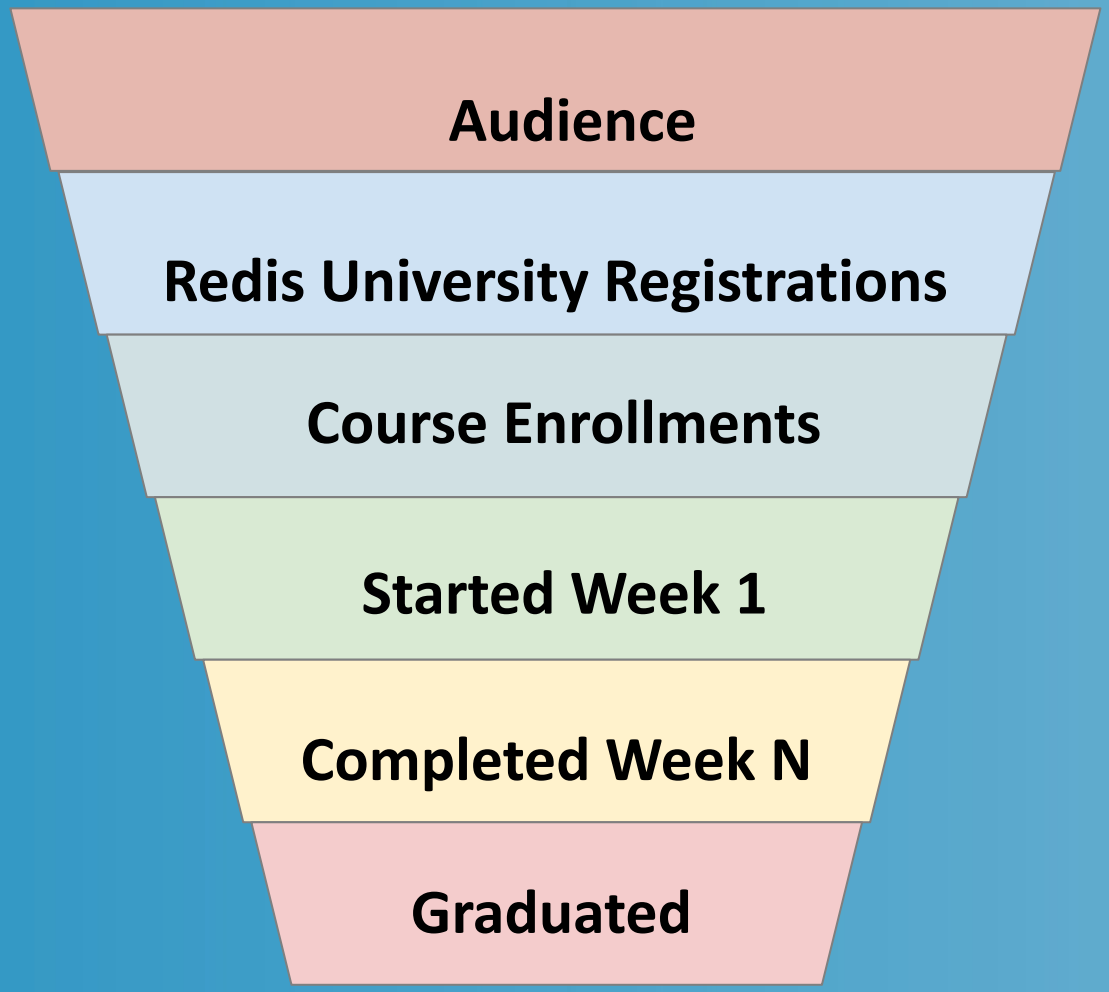
Source: Webinar: Why Software Companies Use Education to Turn Users into Advocates

Redis University





Redis measures ROI on MQLs generated



Acquisition
Nurture: Offer courses
Nurture: Engage
Nurture: Retain
MQL

Source: Webinar: Why Your Software Business Needs an Education Team...and How To Build One by Kyle Banker

Impressive Results

	Lead gen	Certifications	Awareness	Engagement
redis	+	+	+	+
Progress Chef	+	+	+	+
dremio	+	N/A	+	+
snowflake	+	+	+	+

Within 12 mo of launching, Redis University had **5,500+ registered learners** & **8,500+ course enrollments**.

Chef has trained over **150,000 developers** via their Learn Chef site.

MongoDB stated that **15% of revenue** is derived from leads whose first-touch was with MongoDB University

Thank You

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CATCHY

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https://catchyagency.com