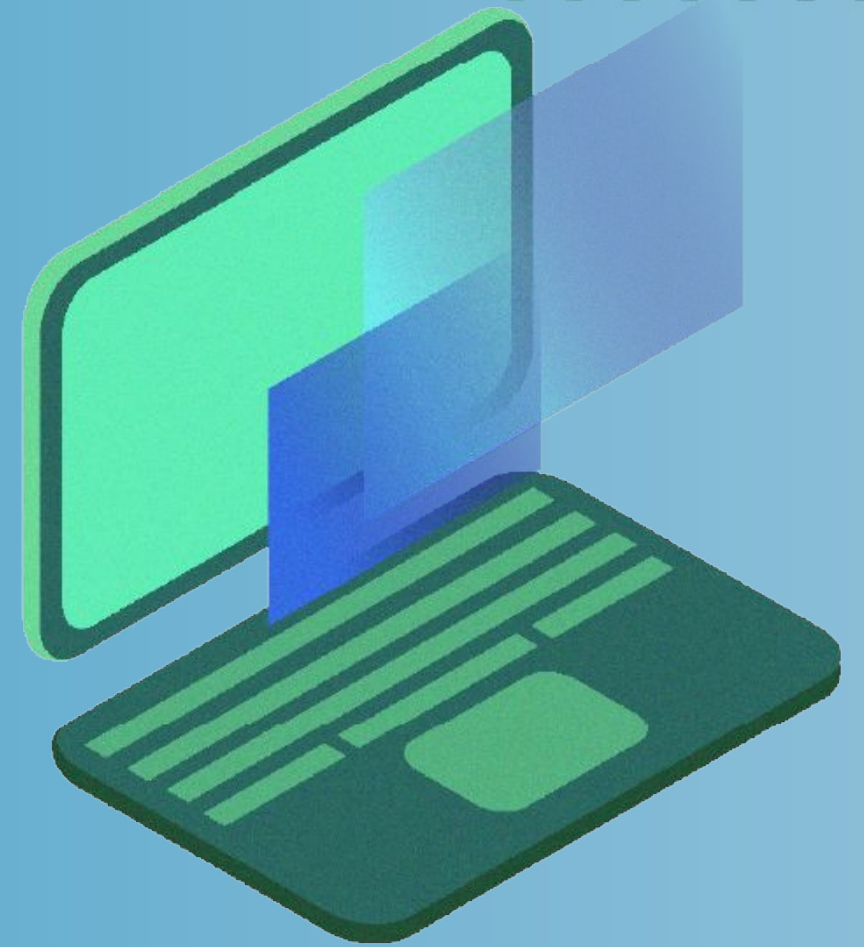


# State of Developer Marketing 2023



# Introductions

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**Miguel Palma**

Head of Marketing at Appsembler



**Nate Aune**

CEO at Appsembler



**Gary Gonzalez**

Managing Partner at Catchy

# The Developer Landscape

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**11.7%**

2022-2030 Software  
Development CGAR



**10%**

YoY increase in people  
learning how to code

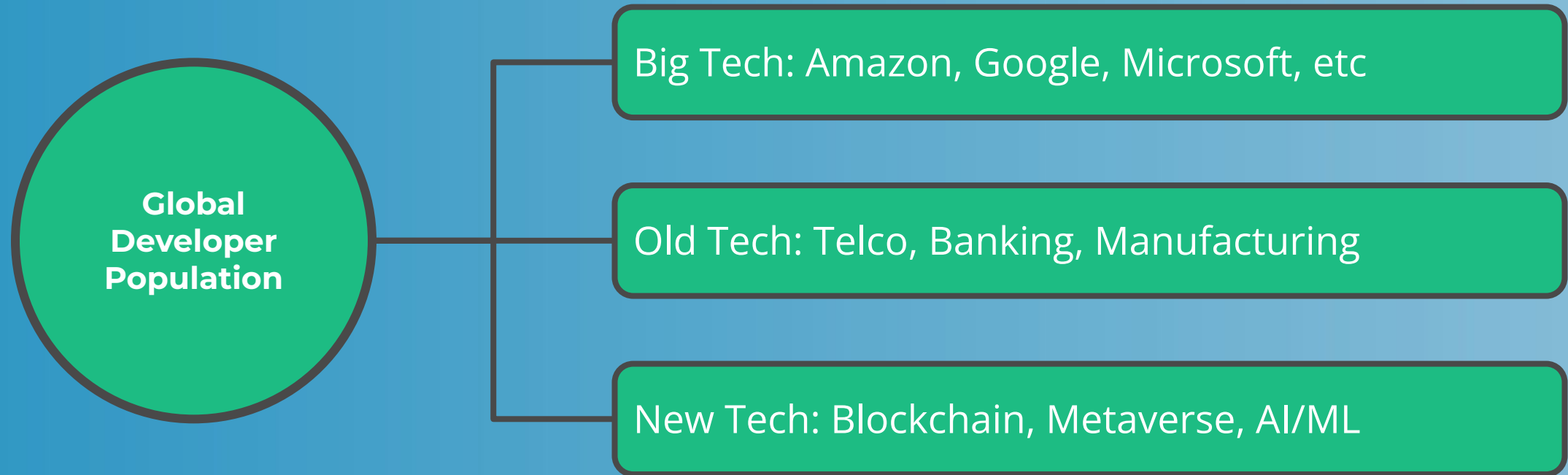


**4MM**

2020-2024 increase in  
number of global  
developers

# Decentralization of Developers

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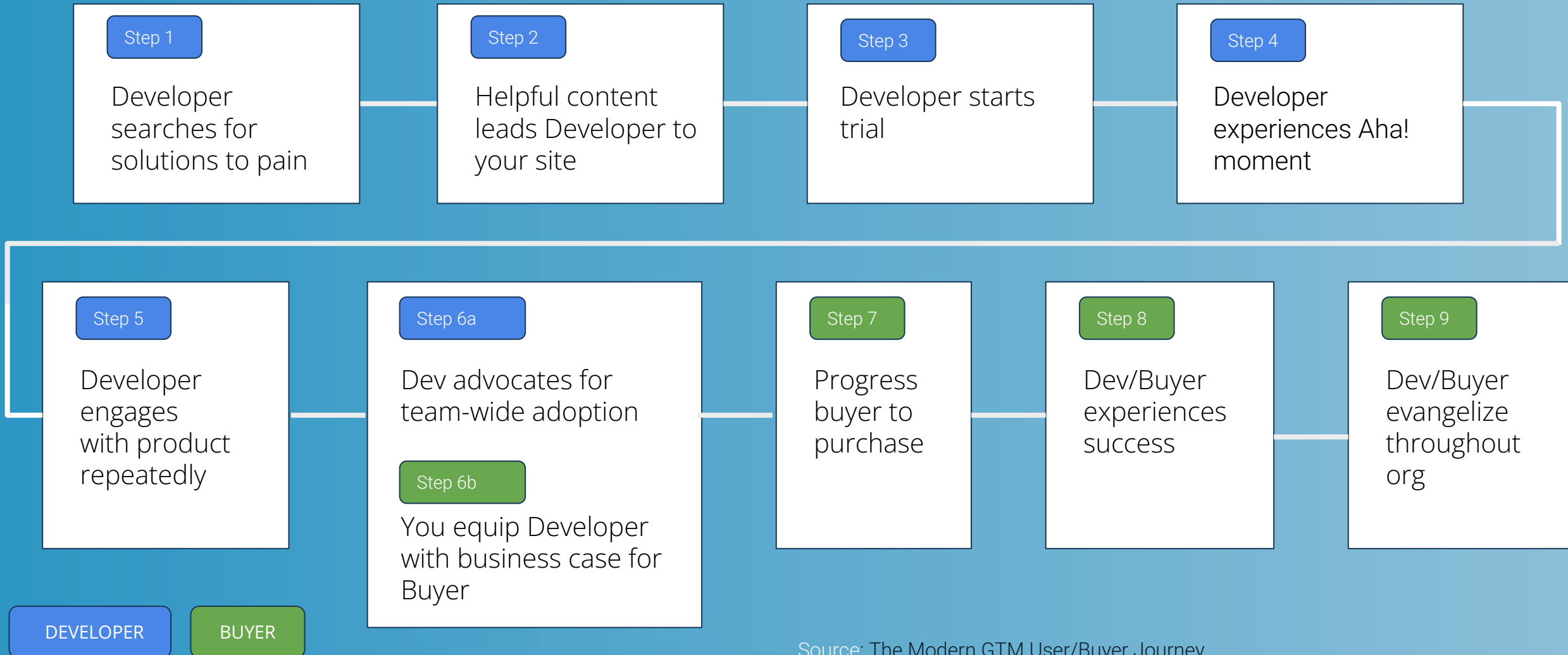


# 34%

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"](#)

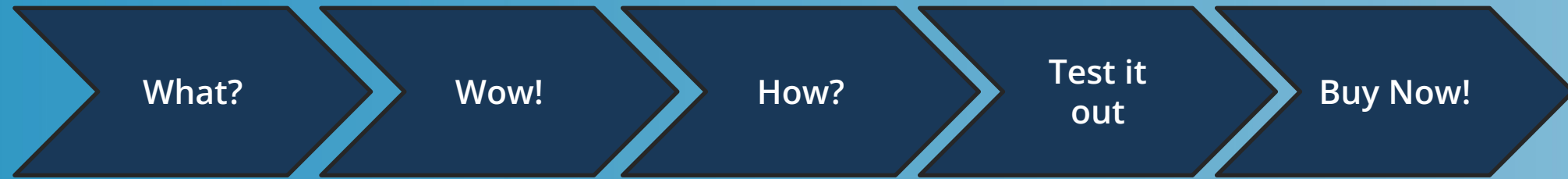
# Buyer gets involved at a later stage



Source: [The Modern GTM User/Buyer Journey](#)

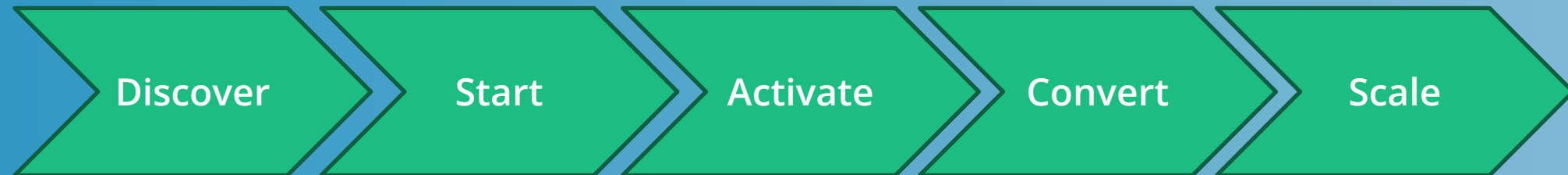
# Developer's Journey

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**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?**

THE CUSTOMER JOURNEY DEVELOPERS PREFER

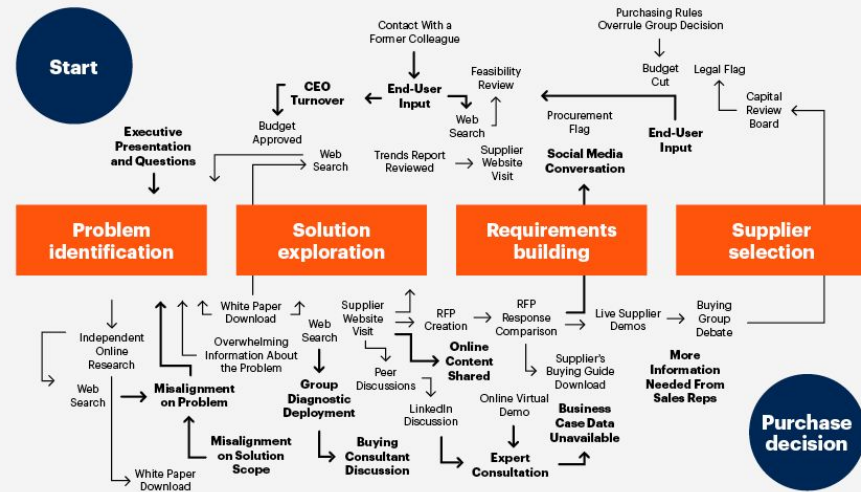
Discover      Start      Activate      Convert      Scale





# Shift in Purchasing Model

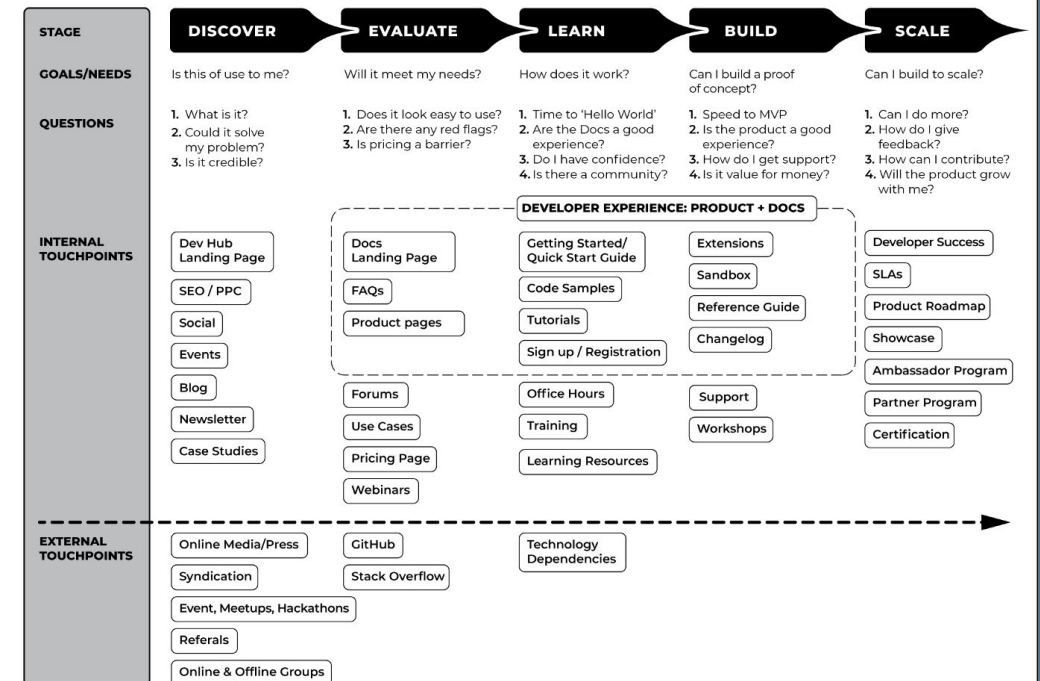
## B2B buying journey Illustrative



Source: Gartner  
© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

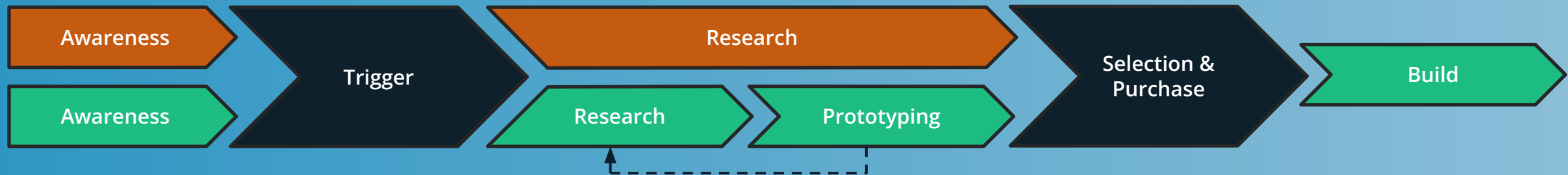
## Developer Journey Map



@DevRelBook | www.devrelbook.com | info@devrelbook.com



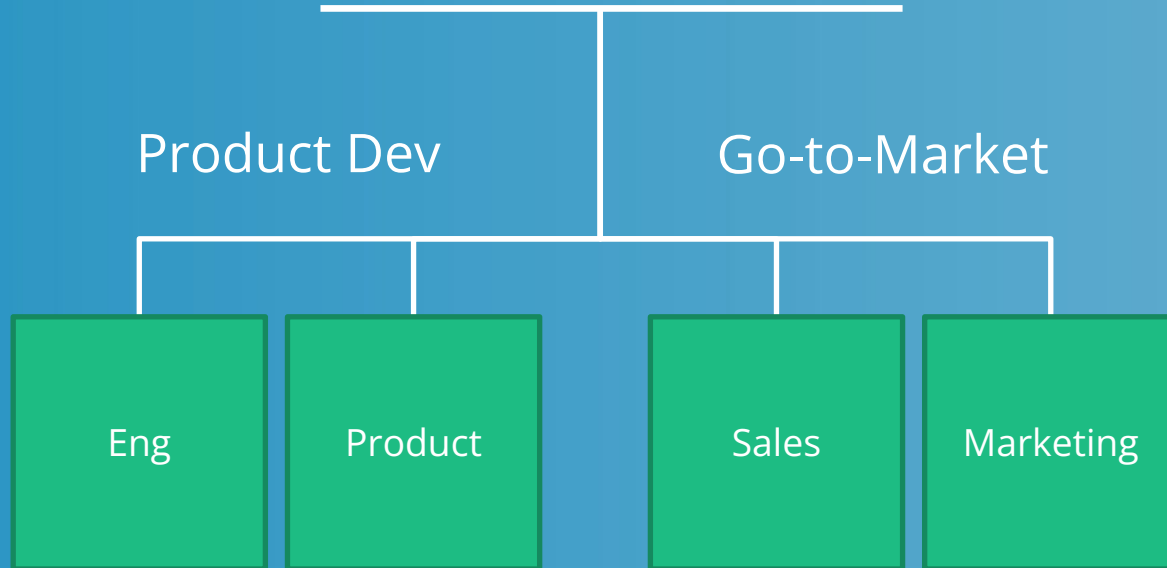
# Integrated Builder/Buyer Journey



- Buyer Journey
- Builder Journey
- Shared 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

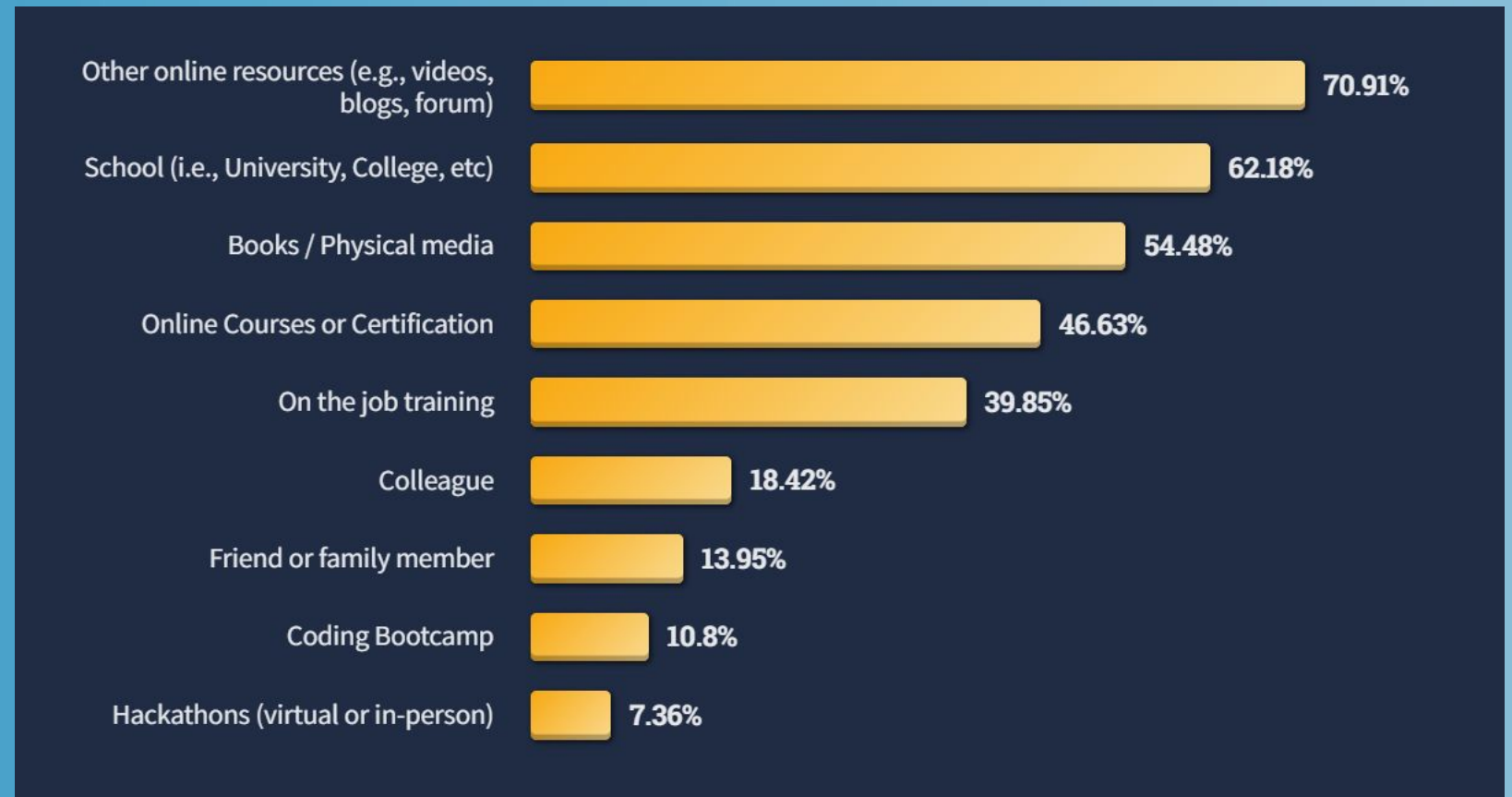
# The Changing Landscape

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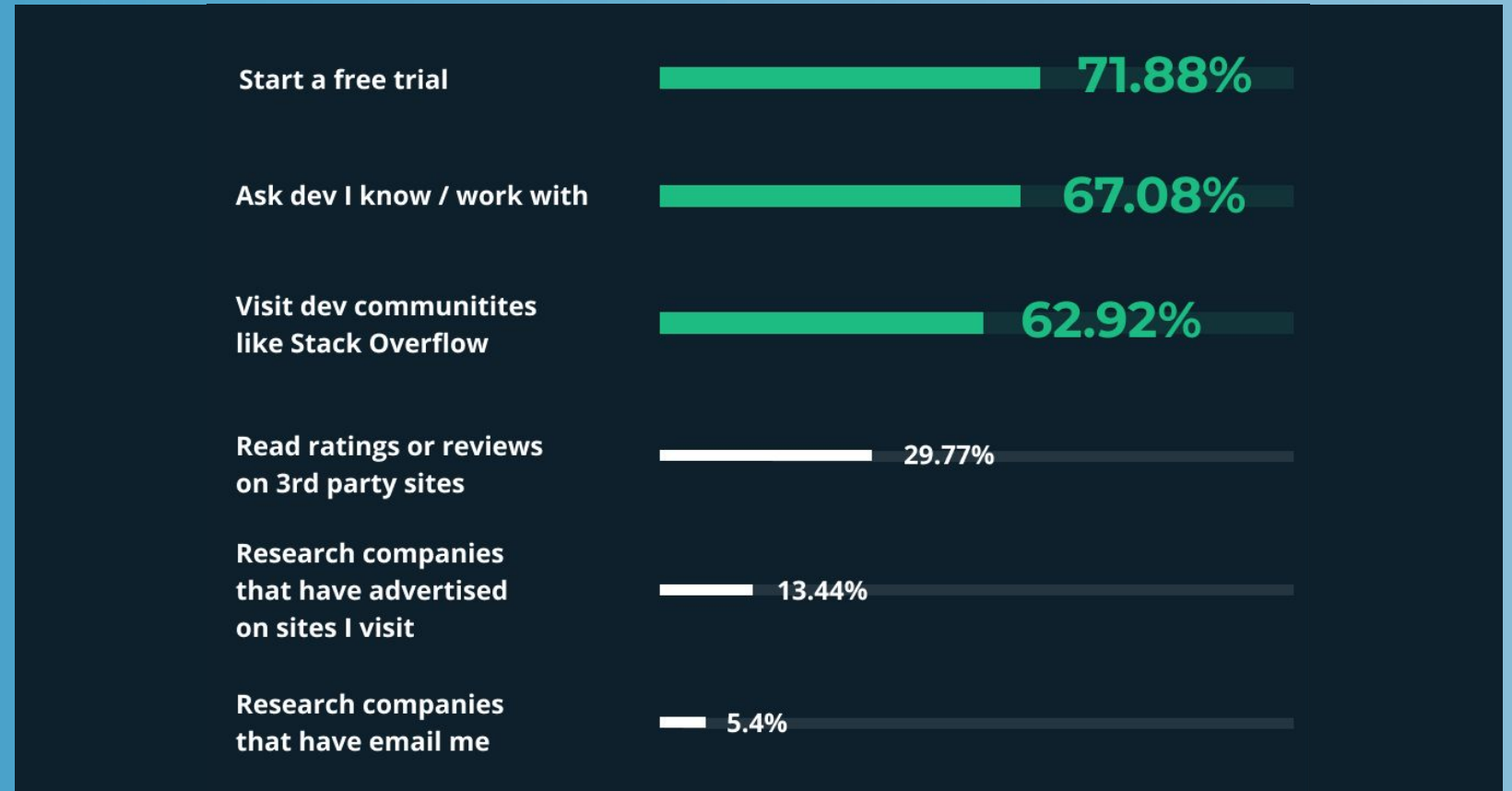
# Education

*The majority of developer education now takes place via online resources*



# Evaluation

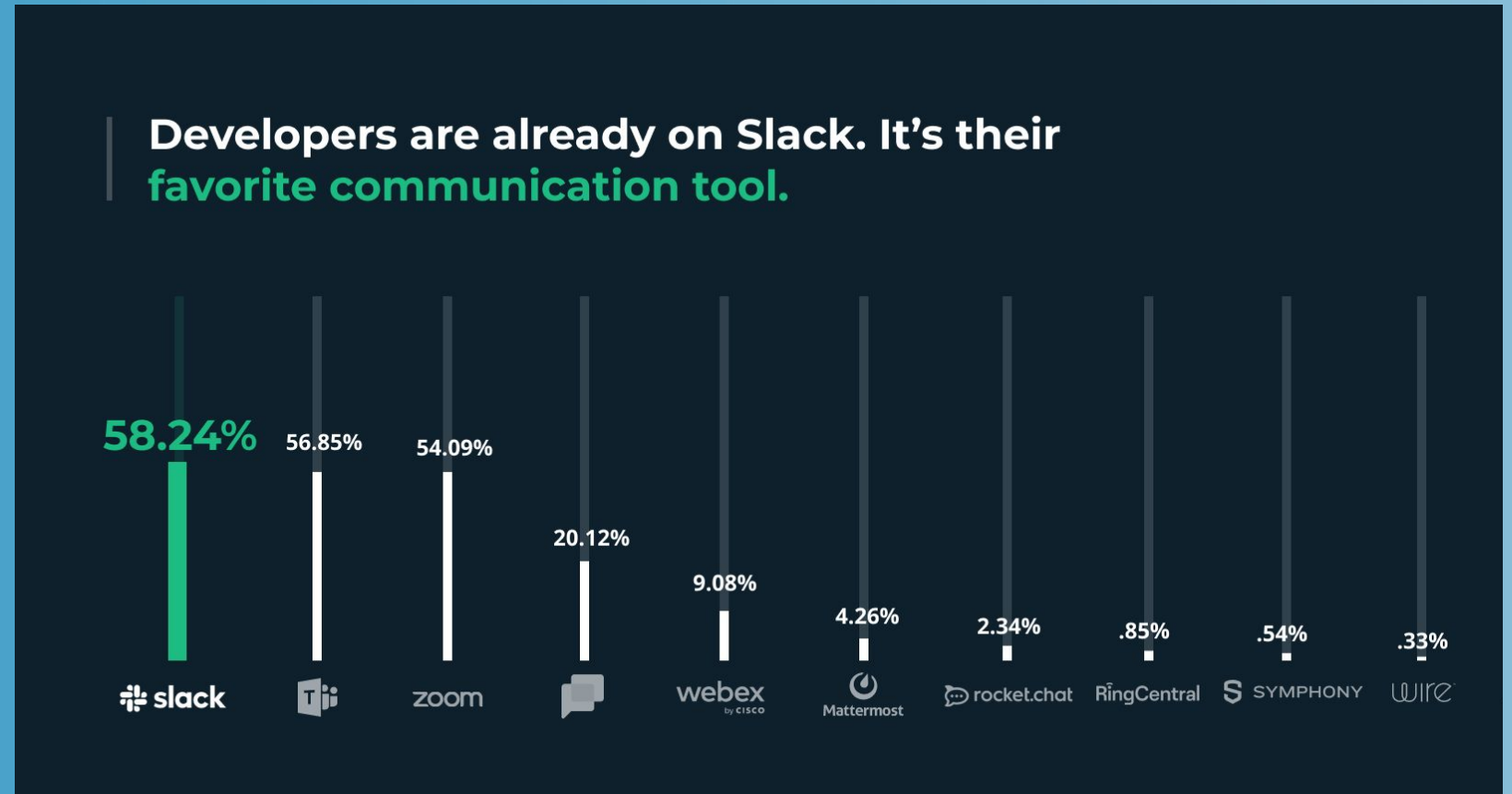
*Having an easy and accessible free trial is the most important aspect of developer acquisition*





# Engagement

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



# Catchy Services Overview



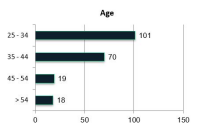
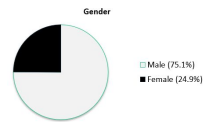
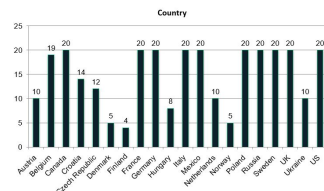
# Deutsche Telekom

## Methodology

Catchy conducted primary research using a questionnaire developed by the research team, led by our marketing research PhD at the University of Texas-Austin. Participants were recruited using the online consumer panel company Fulfillish. Screening measures were implemented to ensure that participants worked in the software industry and had previous exp.

## Sample Demographics

Sample Size = 297



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

## Twilio Scorecard

### Overview

Twilio is an American cloud communications service (CPaaS) company based in San Francisco. Twilio allows software developers to go and receive phone calls, send and receive text messages, and perform other communication functions via APIs.

### Aggregated Score: 4

Twilio's developer marketing ecosystem is consistent and boards on best-in-class. The only thing holding them back from it is experience is scale that some of the large or AWS have.

## Content

### Overview

Twilio's digital ecosystem is supported by two main categories of content:

1. Developer resources: Quick starts, guides, tutorials, helper libraries, API docs and SDKs
1. Marketing content: Case studies, eBooks, videos, whitepapers, podcasts and reports.

### Aggregated Score: 4

Between the case studies, videos, podcasts, Twilio is producing a staggering amount of content. This is representative of a best-in-class effort that boards on the level of what we would see with a massive industry player like AWS. Production is high, the look and feel is consistent, and there are even larger campaign moments such as TwilioQuest.

### Developer Resources

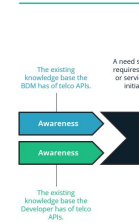


### Marketing Content



Marketplace and competitive analysis to generate best practices

## Customer Journey



## Developers

### Who They Are

Developers are the main stakeholders that work hands-on with Deutsche Telekom's APIs to build products, services and solutions. Not all developers have the same needs, and they will engage with the platform differently depending on who they are:

- Enterprise Developers work as part of large teams and own a narrow workflow to help bring a large vision to life.
- Student and Start Up Developers own the development process from end-to-end and take on a broad workflow that spans everything from implementation to business strategy.



**Problem Solvers**  
Developers have the ability to create efficient solutions for highly complex challenges. They are naturally curious and enjoy the process of thinking intellectually through problems.

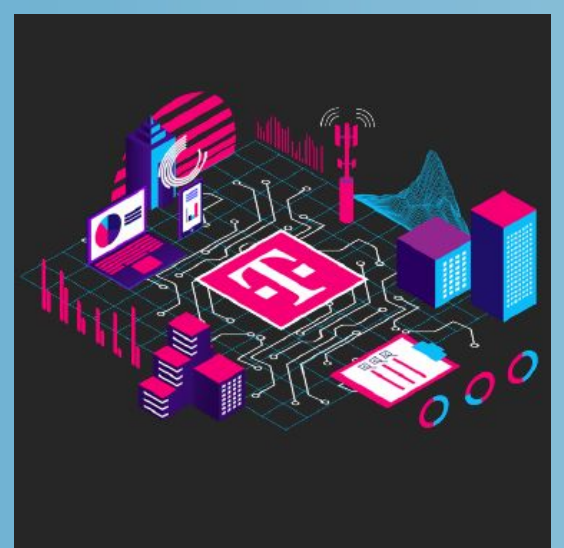
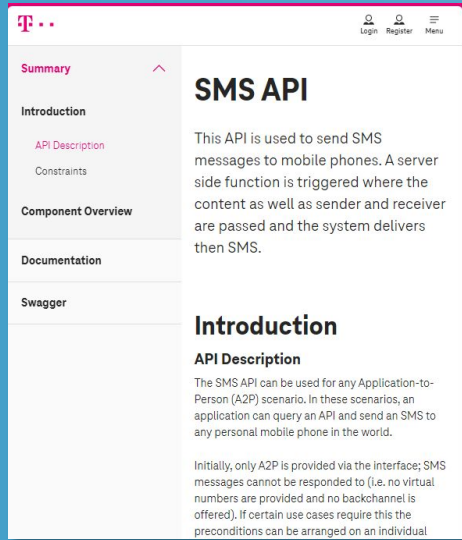
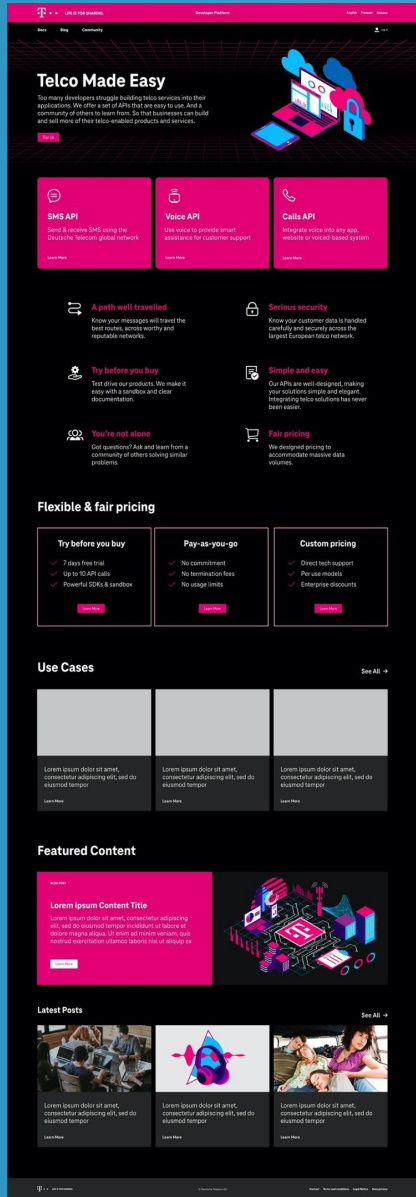


**Self-Educators**  
Developers like to learn, and for this reason, are not afraid of what they don't know. Rather, they keep at the opportunity to learn something new and are experts at finding resources.



**Creatives**  
A key component of the developer mindset is the creativity needed to develop solutions where there previously were none.

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



# Our Solution

## Appsembler developer education platform



### 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



[Docs](#) [Downloads](#) [FAQ](#) [Contact us](#) [Explore Courses](#)

[Register](#)

[Sign in](#)

## LEARNCHEF

A new way to learn: Chef, DevOps, and Automation skills.

Expert instruction, on your terms.

Fast, flexible, and free.

[Start Your Journey](#)



In-depth training and hands-on experiences built by the Chef experts.



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



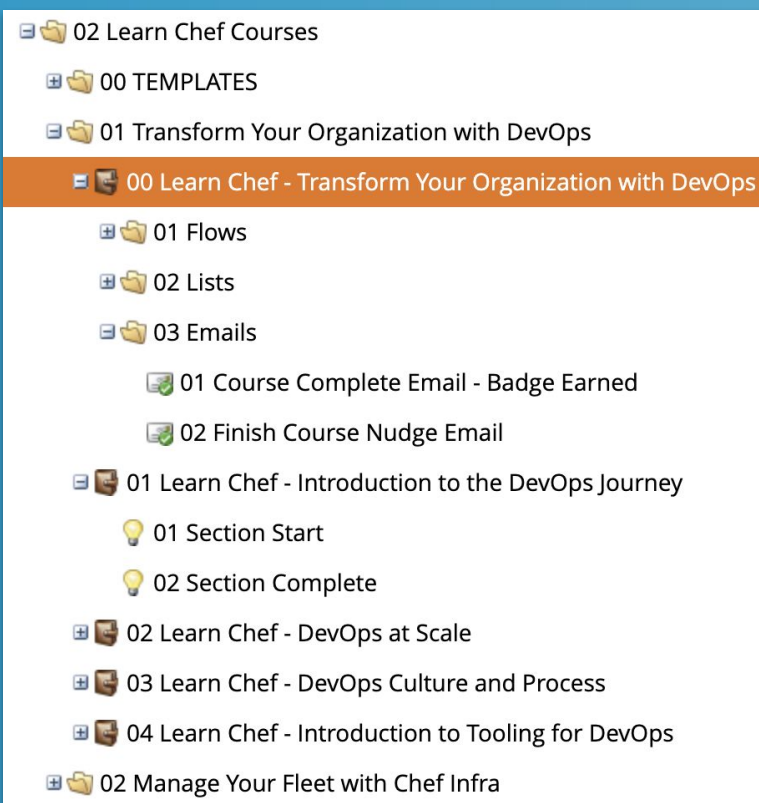
### Chef Principles Certification Exam

[View Exam](#)

# Robust tracking infrastructure

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

## Marketo Infrastructure



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

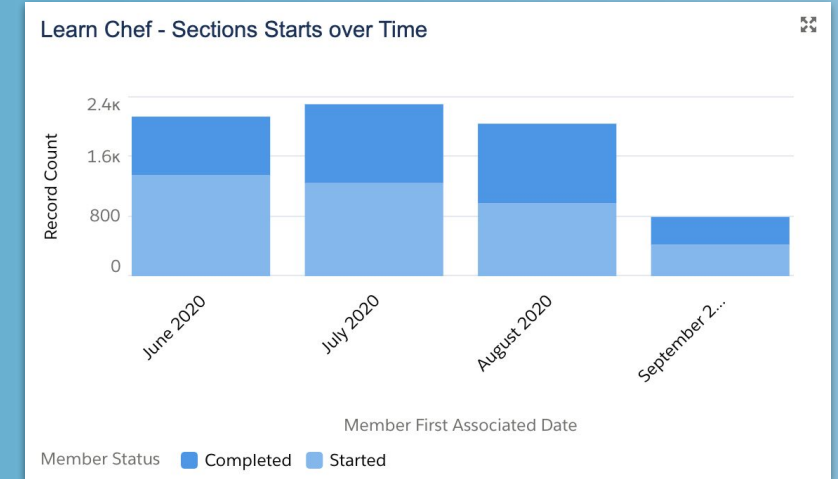
## Salesforce Tagging



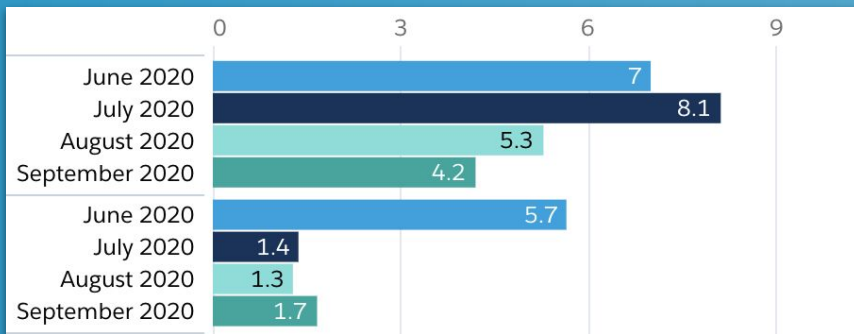
Source: Webinar: [Why Software Companies Use Education to Turn Users into Advocates](#)

# Deep dives on engagement metrics

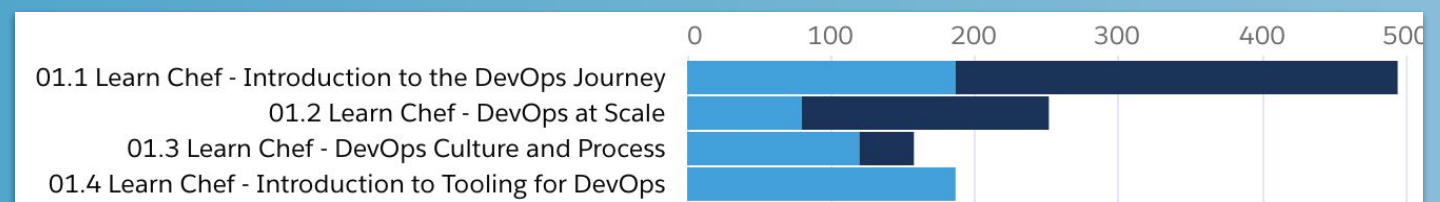
- Identifying user personas and enabling marketing touchpoints
- Understanding the user learning journey
- Sharable reports in company-standard reporting depots (Salesforce)



Completion Rates over Time



Section Completions by Status



Source: Webinar: [Why Software Companies Use Education to Turn Users into Advocates](#)



# Redis University



[Courses](#) [Certification](#) [Sign in](#)

## Learn Redis at Redis University

Free online courses taught by Redis experts.

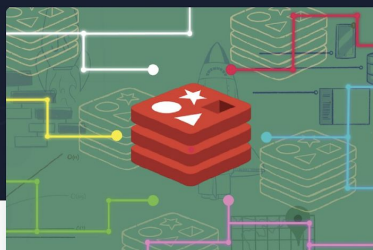
[Enroll →](#)



FEATURED COURSE

## Storing, Querying, and Indexing JSON at Speed

This course covers how to use RedisJSON and RediSearch to transform Redis into a powerful document database.

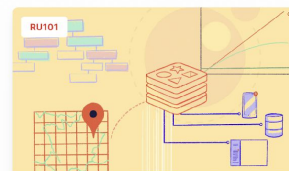


Course Number **RU204**  
Starts **August 2, 2022**  
Ends **September 20, 2022**

[Learn More →](#)

## Open for Enrollment

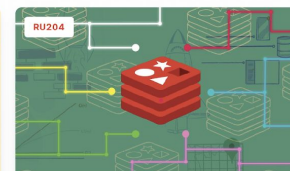
These are the next scheduled courses being run at Redis University.



### Introduction to Redis Data Structures

RU101 is an introductory course, perfect for developers new to Redis. In this course, you'll learn about the data structures in Redis, and you'll see how...

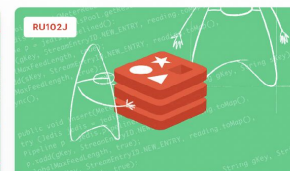
[Learn More →](#)



### Storing, Querying, and Indexing JSON at Speed

Learn how to manage, index and search document data in real-time.

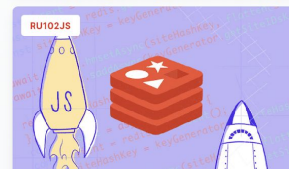
[Learn More →](#)



### Redis for Java Developers

Redis for Java Developers teaches you how to build robust Redis client applications in Java using the Jedis client library. The course focuses on writing...

[Learn More →](#)



### Redis for JavaScript Developers

RU102JS is a deep dive into Redis for Node.js applications. You can expect to learn how to make connections to Redis, store and retrieve data, and levera...

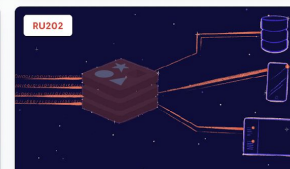
[Learn More →](#)



### Redis for Python Developers

RU102PY provides a deep dive into Python application development with Redis. You can expect to learn how to make connections to Redis, store and retrieve...

[Learn More →](#)

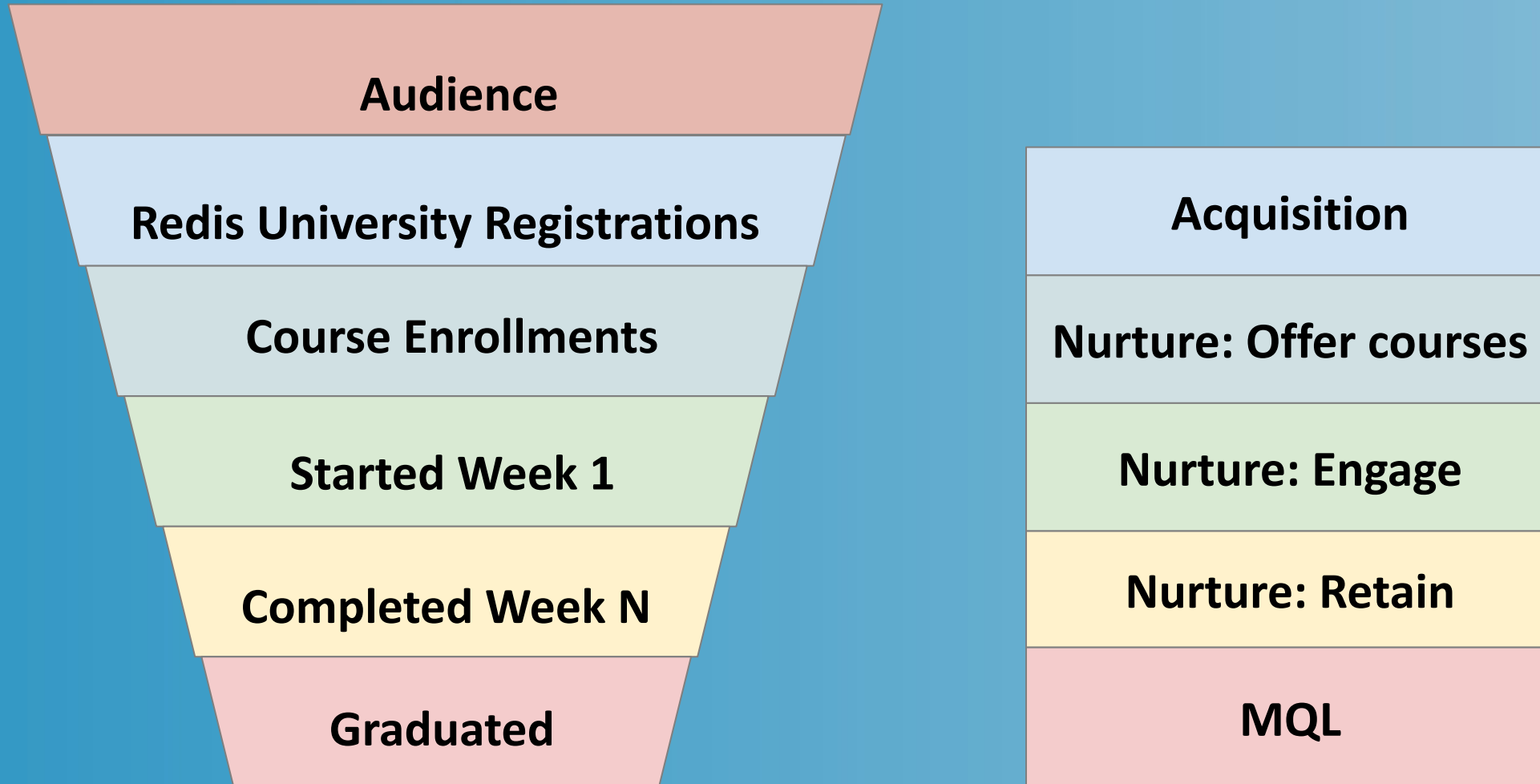


### Redis Streams

Redis Streams is a new feature for Redis 5.0. In this course, we'll cover the basic concepts of streaming, and then provide a broad overview of Redis Str...

[Learn More →](#)

# Redis measures ROI on MQLs generated



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
 <b>redis</b>	+	+	+	+
 <b>Progress®Chef®</b>	+	+	+	+
 <b>dremio</b>	+	N/A	+	+
 <b>snowflake</b>	+	+	+	+

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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appsembler

nate@appsembler.com  
www.appsembler.com

CATCHY

hello@catchyagency.com  
<https://catchyagency.com>