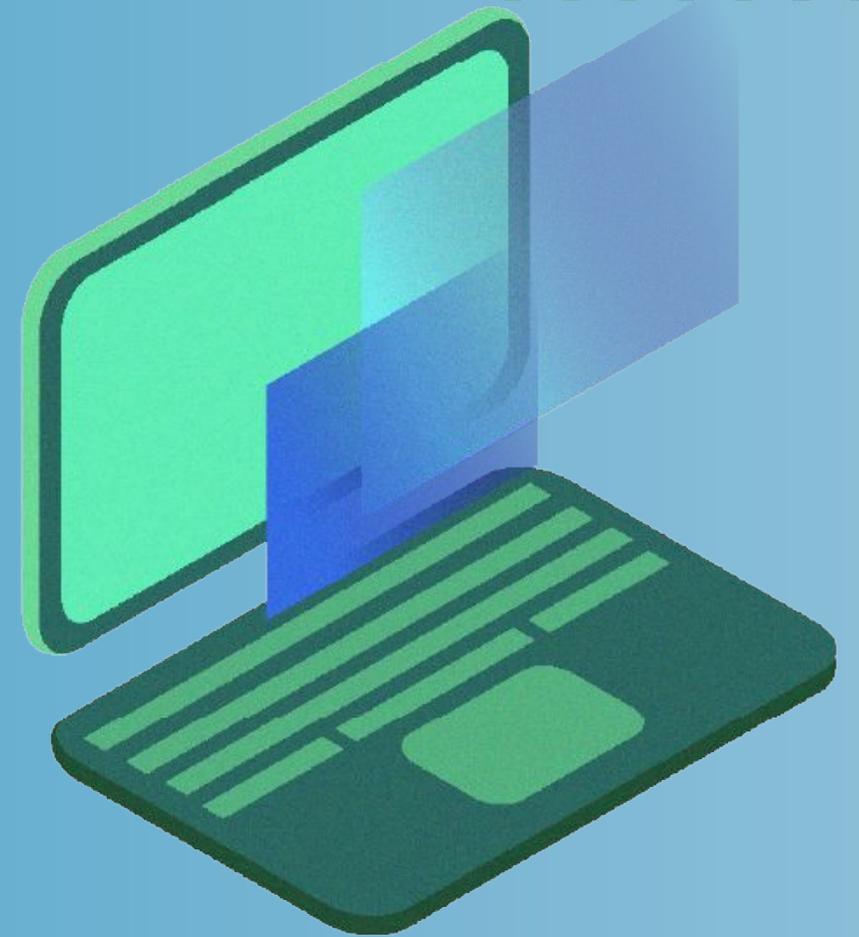


State of Developer Marketing 2023



Introductions



Miguel Palma

Head of Marketing at Appsembler



Nate Aune

CEO at Appsembler



Gary Gonzalez

Managing Partner at Catchy

The Developer Landscape



11.7%

2022-2030 Software
Development CGAR



10%

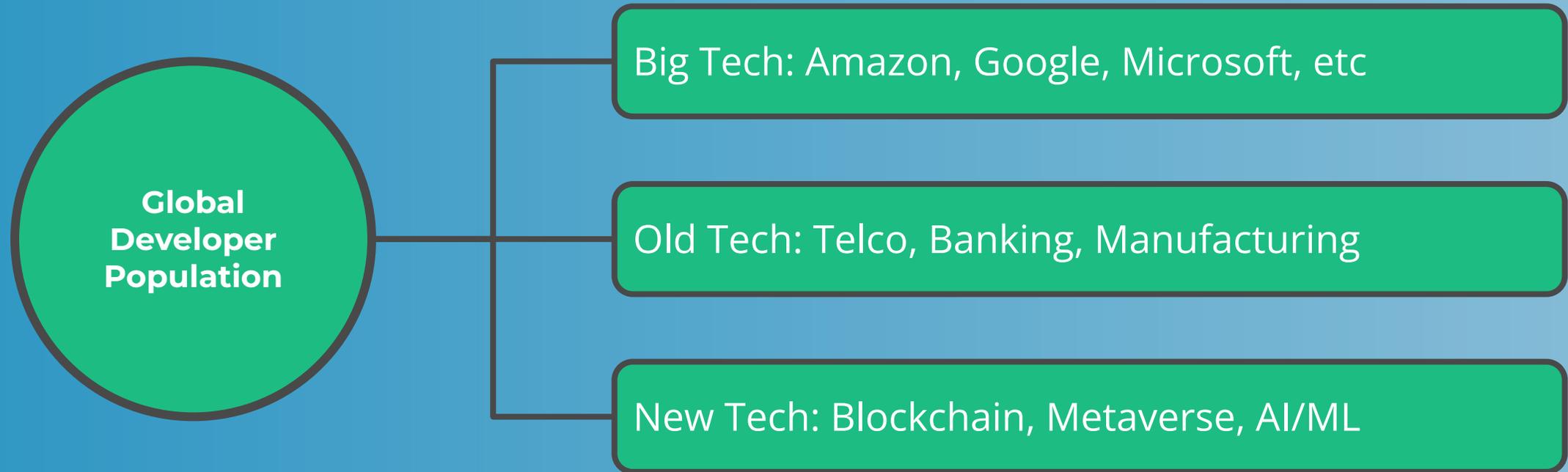
YoY increase in people
learning how to code



4MM

2020-2024 increase in
number of global
developers

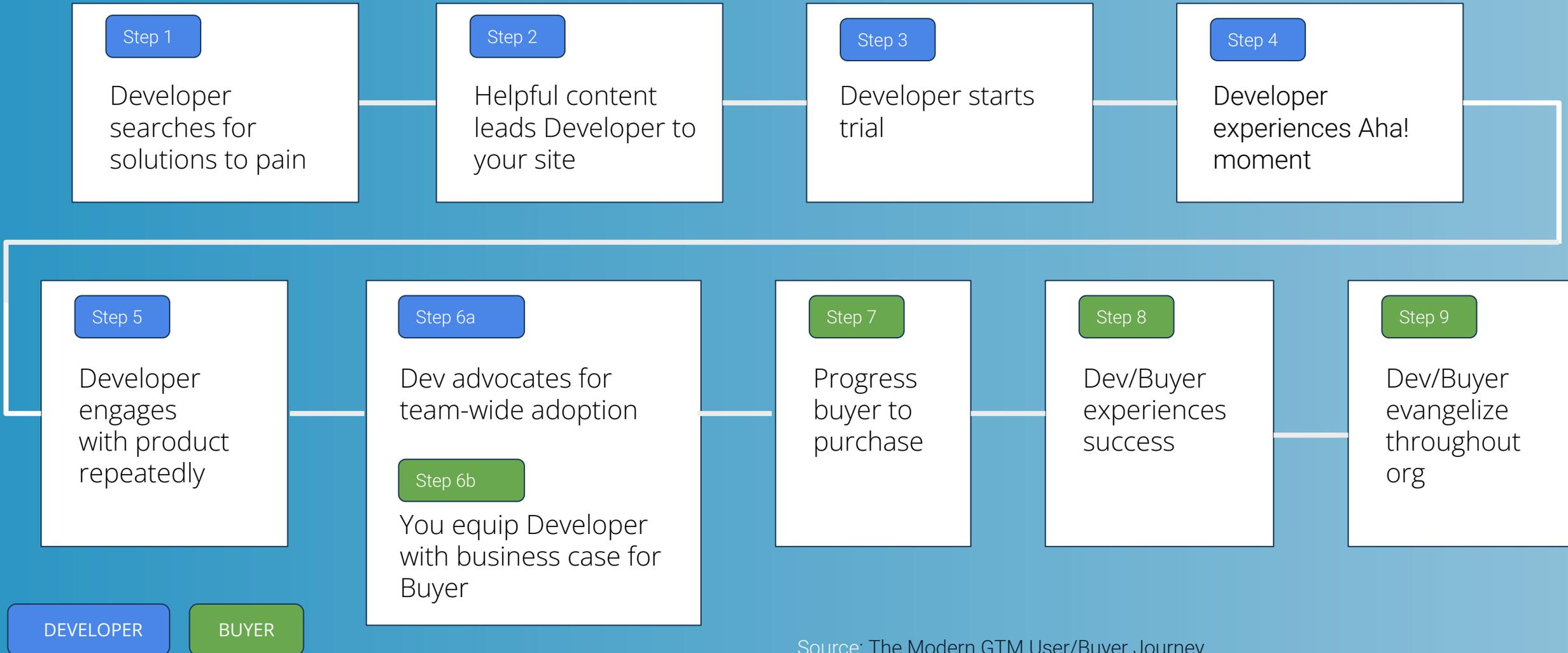
Decentralization of Developers



34%

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

Buyer gets involved at a later stage



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?

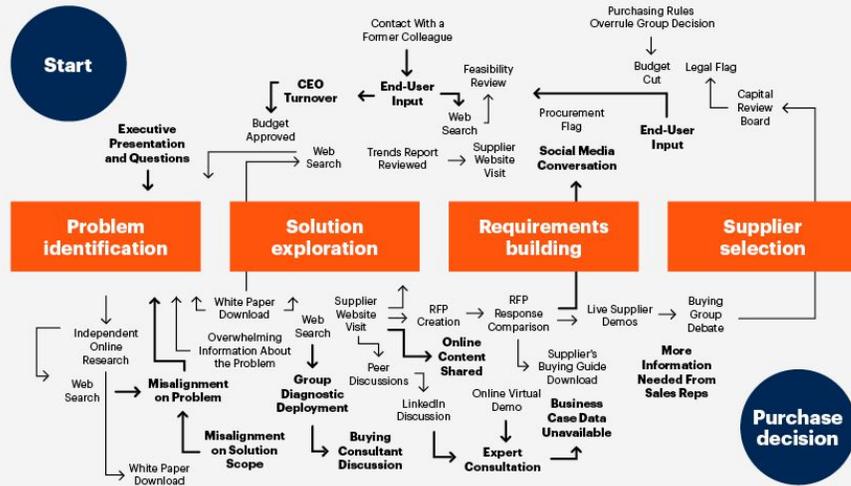
THE CUSTOMER JOURNEY DEVELOPERS PREFER

Discover Start Activate Convert Scale



Shift in Purchasing Model

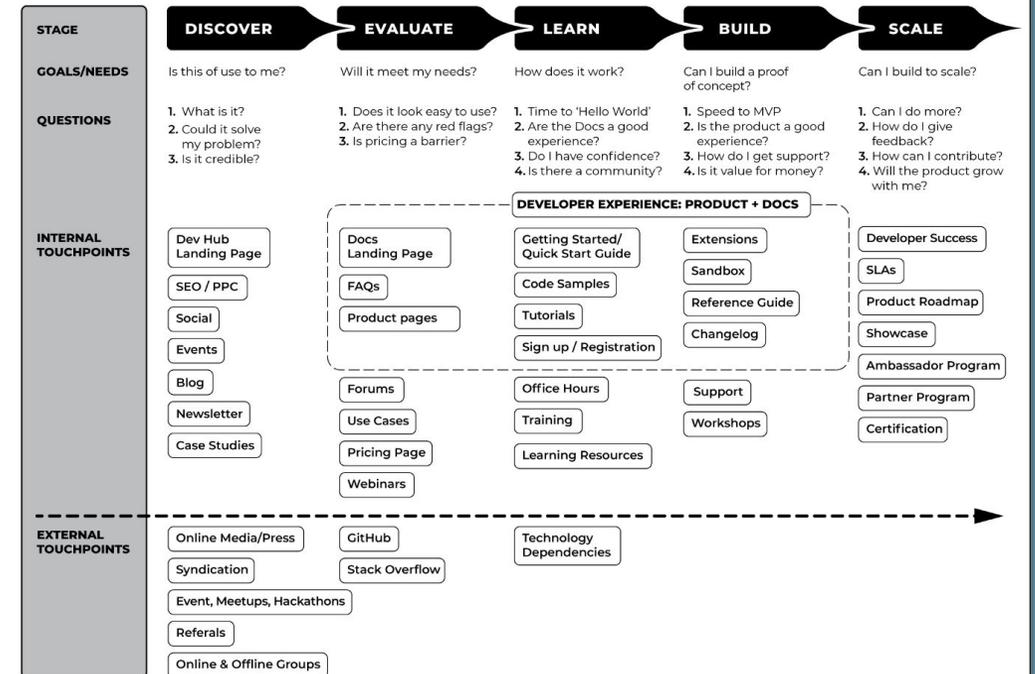
B2B buying journey Illustrative



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



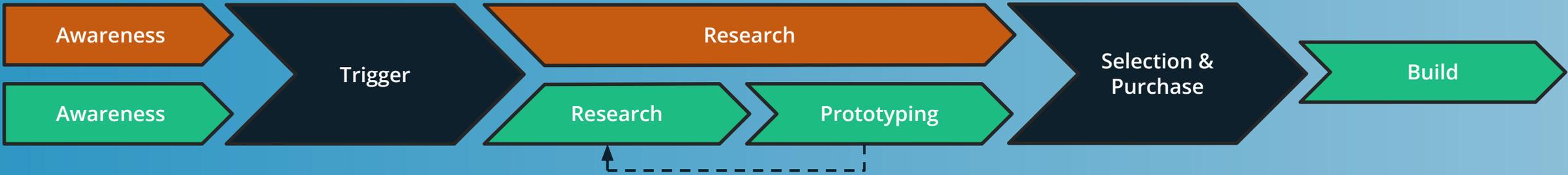
Developer Journey Map



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



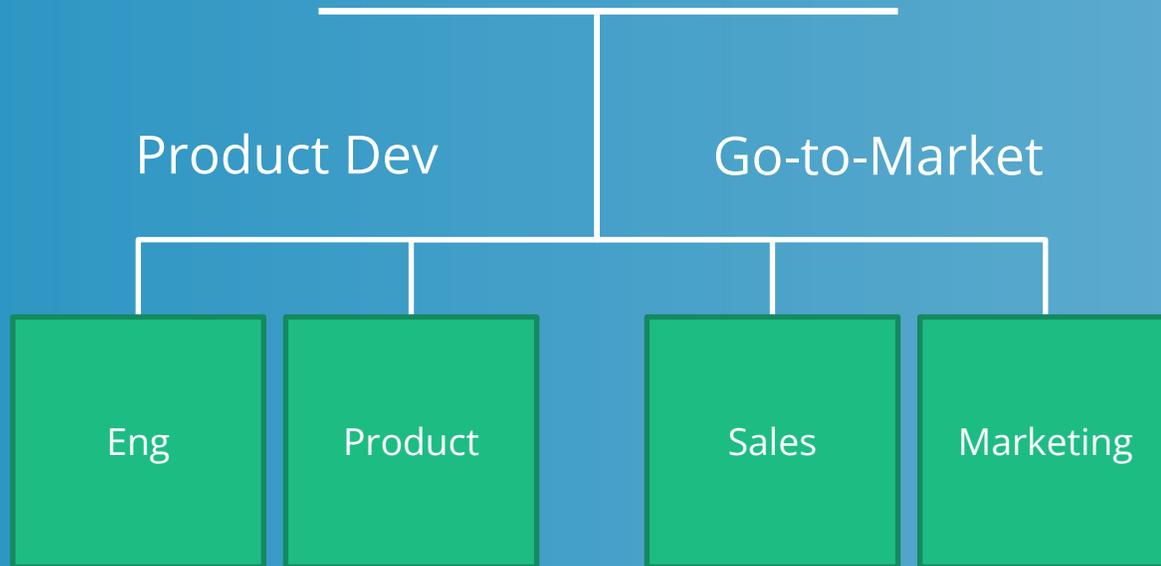
Integrated Builder/Buyer Journey



- 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

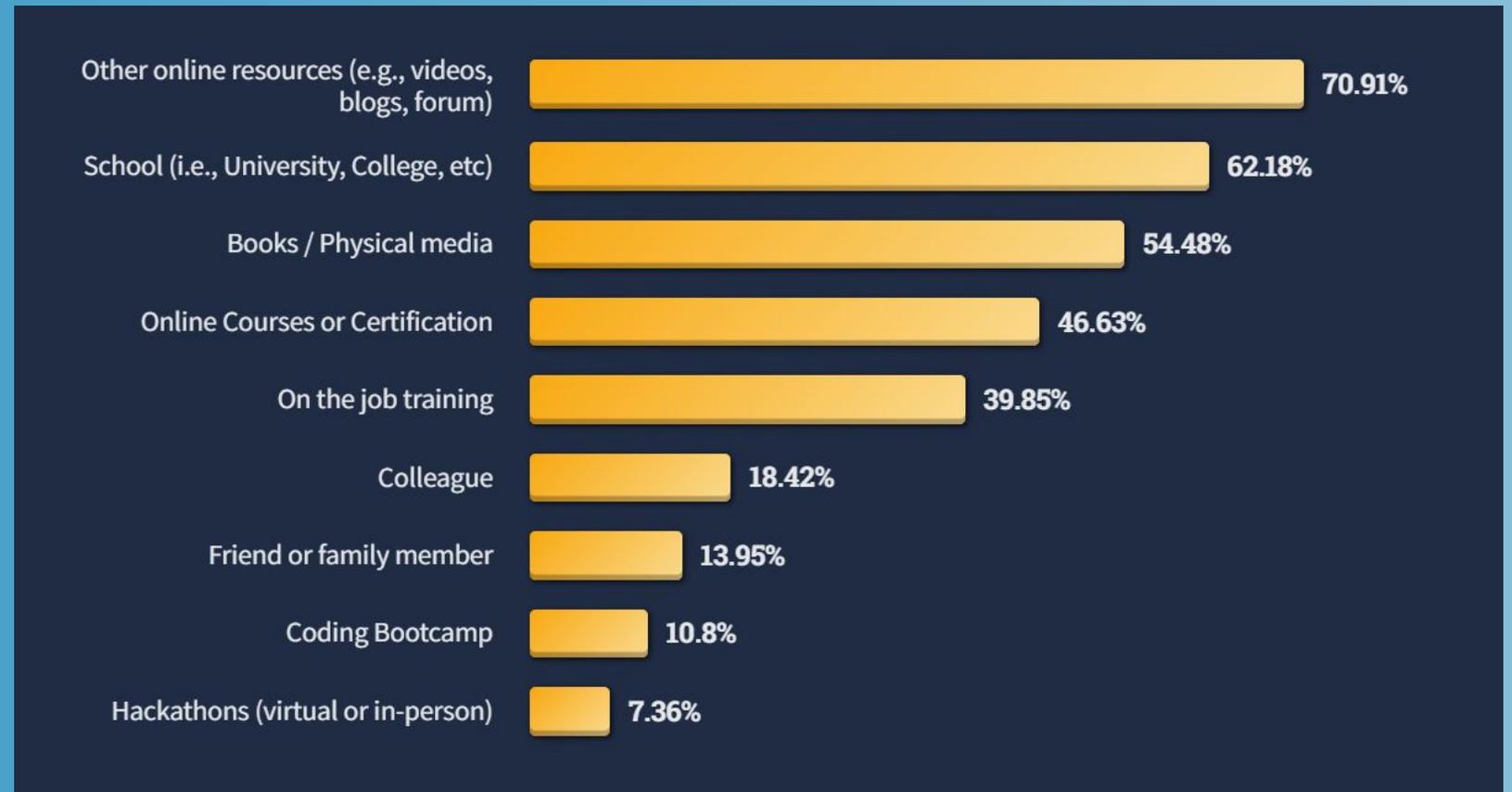
track learner activity
email campaigns
analytics/reporting

The Changing Landscape



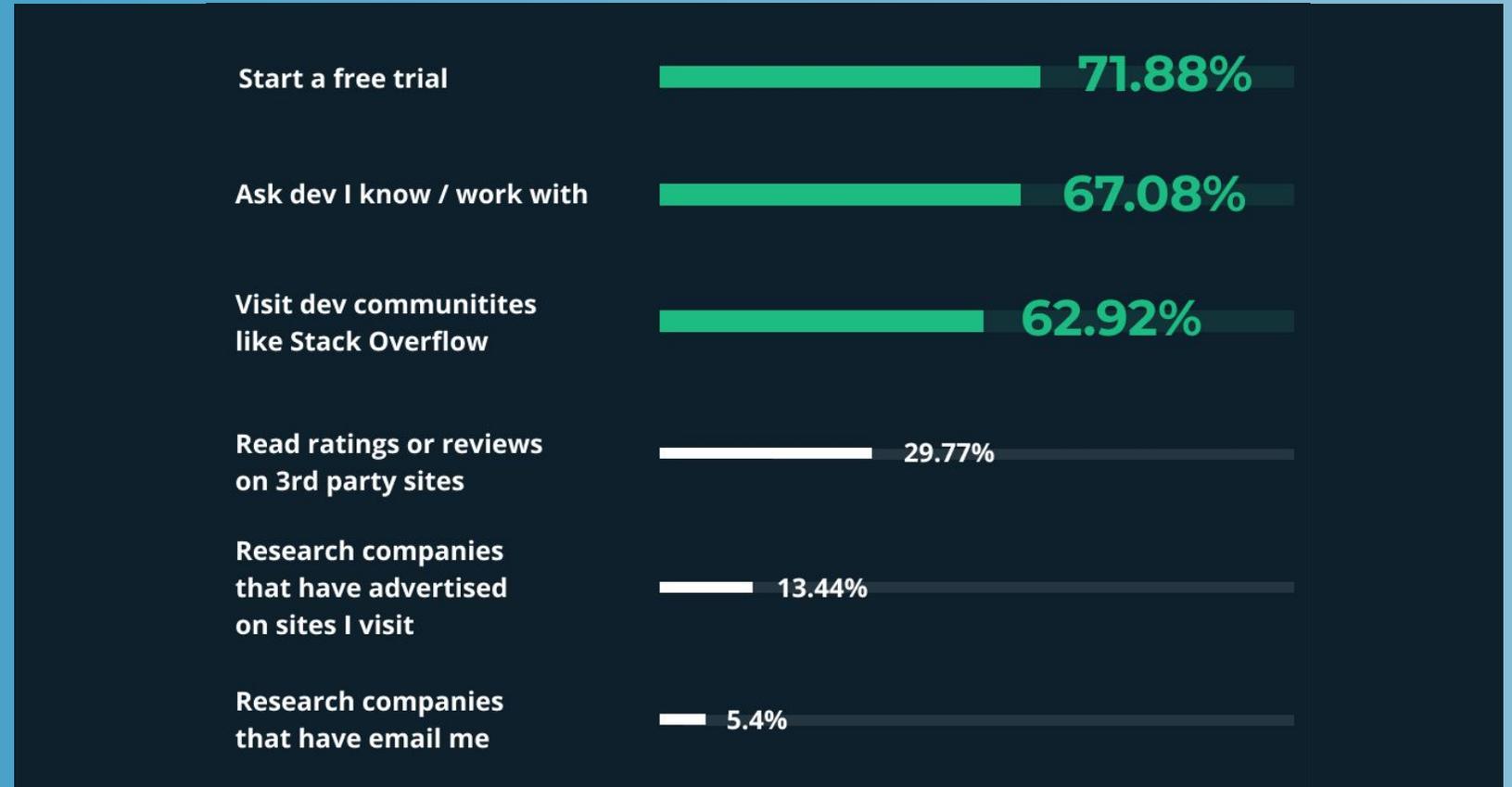
Education

The majority of developer education now takes place via online resources



Evaluation

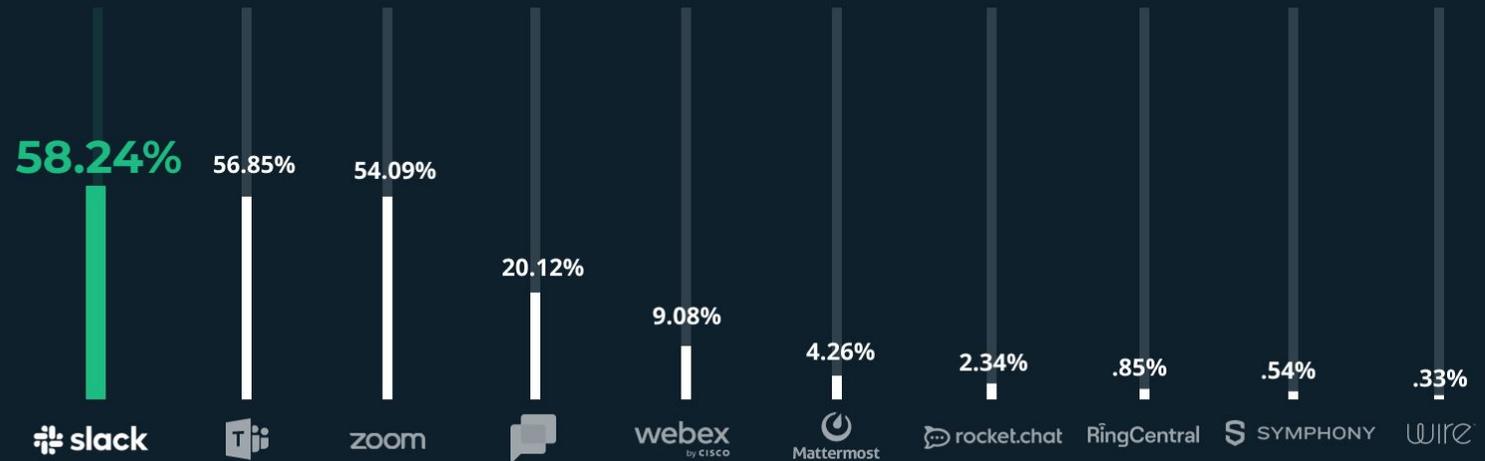
Having an easy and accessible free trial is the most important aspect of developer acquisition



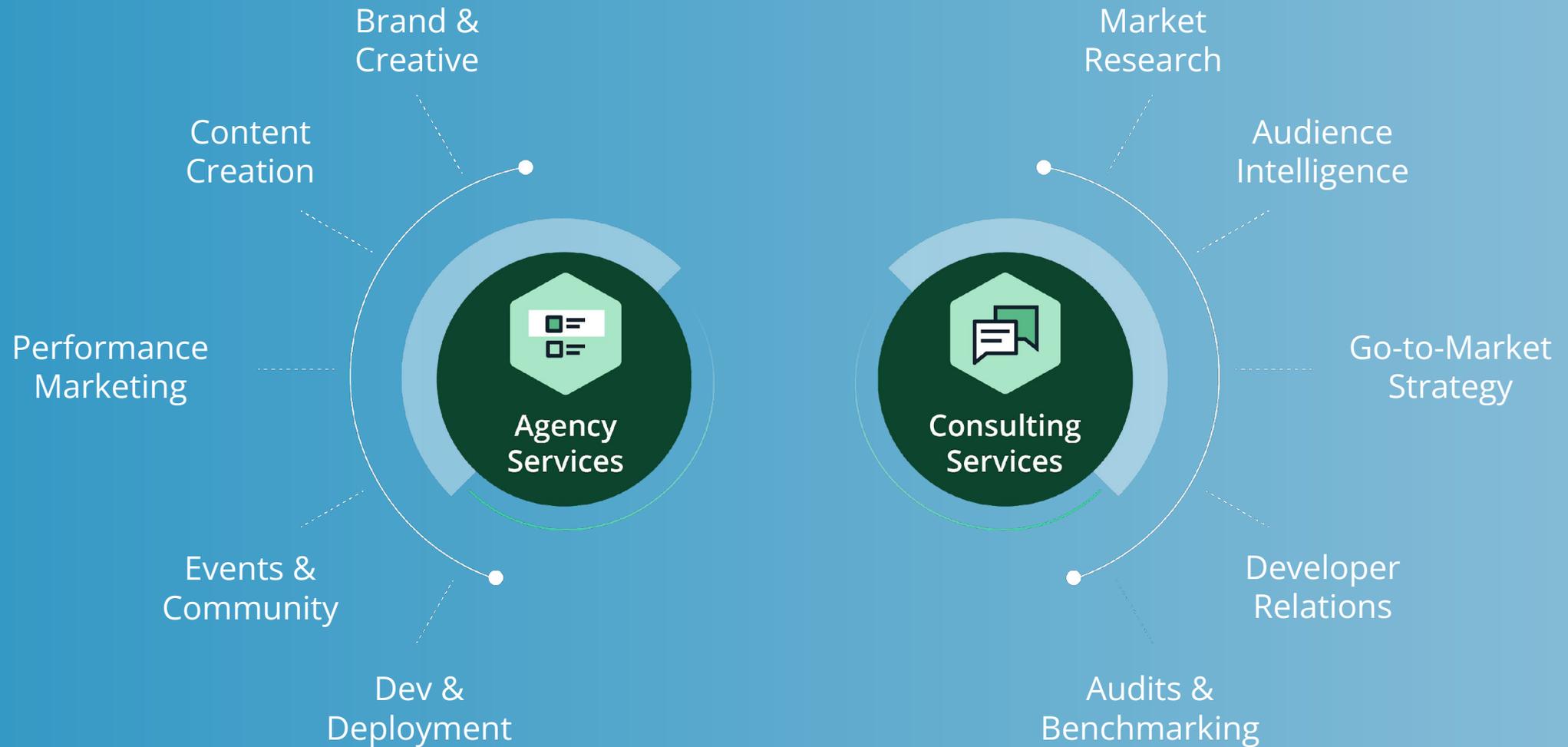
Engagement

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

Developers are already on Slack. It's their favorite communication tool.



Catchy Services Overview



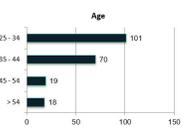
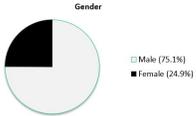
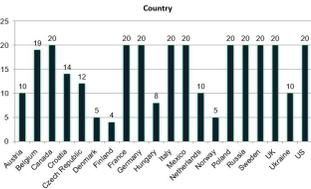
Deutsche Telekom

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

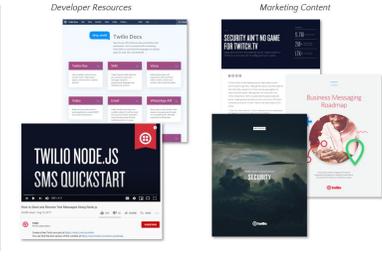
Aggregated Score: 4
Twilio's developer marketing ecosystem is consistent and boards on best-in-class. It's executing in market with a robust de the only thing holding them back from it experience is scale that some of the larg or AWS have.

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
2. 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.



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 workstream 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 workstream 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 seek 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

Live in 140+ countries

Home Docs Community

Telco Made Easy

Too many developers struggle building telco services into their applications. We offer a set of APIs that are easy to use. And a community of others to learn from. So that businesses can build and sell more of their telco-enabled products and services.

SMS API

Send & receive SMS using the Developer Telecom global network

Learn More

Voice API

Use voice to provide smart assistance for customer support

Learn More

Calls API

Integrate voice into any app, whether on voice-based systems

Learn More

A path well travelled

Know your messages will travel the best routes, across worthy and resilient networks.

Business security

Know your customer data is handled securely and securely across the largest European telco network.

Try before you buy

Test drive our products. We make it easy with a sandbox and clear documentation.

Simple and easy

Our APIs are well-designed, making your solutions simple and elegant. Integrating telco services has never been easier.

You're not alone

Got questions? Ask and learn from a community of others solving similar problems.

Fair pricing

We designed pricing to accommodate massive data volumes.

Flexible & fair pricing

Try before you buy

- ✓ 7 days free trial
- ✓ Up to 10 API calls
- ✓ Powerful SDKs & sandbox

Learn More

Pay-as-you-go

- ✓ No commitment
- ✓ No termination fees
- ✓ No usage limits

Learn More

Custom pricing

- ✓ Direct tech support
- ✓ Per use models
- ✓ Enterprise discounts

Learn More

Use Cases

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Learn More

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Learn More

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Featured Content

Lorem ipsum Content Title

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Live in 140+ countries

Home Docs Community

Summary

SMS API

Introduction

API Description

Constraints

Component Overview

Documentation

Swagger

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

Telco Made Easy

Too many developers struggle building telco services into their applications. We offer a set of APIs that are easy to use. And a community of others to learn from. So that businesses can build and sell more of their telco-enabled products and services.

Learn More

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Learn More



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

The screenshot shows the Learn Chef website homepage. At the top left is the Progress Chef logo. Navigation links include Docs, Downloads, FAQ, Contact us, and Explore Courses. There are Register and Sign in buttons. The main content area features the 'LEARN CHEF' title, a sub-header 'A new way to learn: Chef, DevOps, and Automation skills.', and three bullet points: 'Expert instruction, on your terms.', 'Fast, flexible, and free.', and a 'Start Your Journey' button. To the right is an illustration of a laptop displaying a colorful diagram of a Chef ecosystem. At the bottom, a dark banner contains the text 'In-depth training and hands-on experiences built by the Chef experts.' and a chat icon.

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.

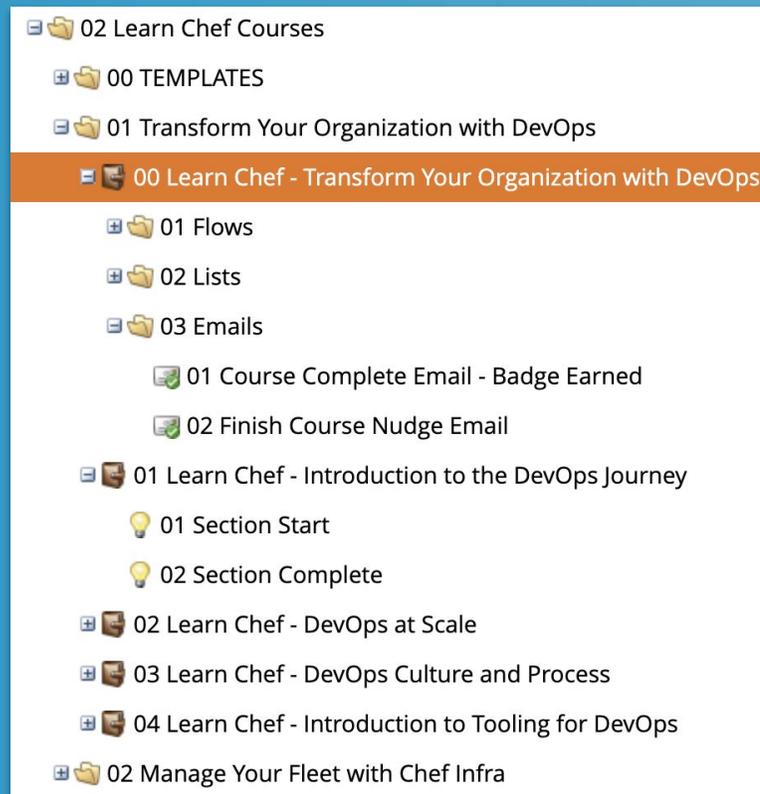
The guided tour consists of 8 numbered cards, each with an icon, a title, and a 'View Course' or 'View Exam' link:

- 1** **Volume of Knowledge** (Beginning Your Chef Journey) [View Course](#)
- 2** **Gem of Mystery** (Ruby Essentials) [View Course](#)
- 3** **Build Spell** (Manage Your Fleet with Chef Infra) [View Course](#)
- 4** **All-seeing Orb** (Test Expectations with Chef InSpec) [View Course](#)
- 5** **Ring of Portability** (Deliver Applications with Chef Habitat) [View Course](#)
- 6** **Ever-expanding Shield** (Chef Compliance: First Steps with Auditing and Remediation) [View Course](#)
- 7** **Rigid Chains** (Secure Your Infrastructure with Chef Automate) [View Course](#)
- 8** **Chef Principles Award** (Chef Principles Certification Exam) [View Exam](#)

Robust tracking infrastructure

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

Marketo Infrastructure



A screenshot of the Marketo Infrastructure navigation menu. The menu is organized into a hierarchical tree structure. The top-level item is '02 Learn Chef Courses', which is expanded to show several sub-items: '00 TEMPLATES', '01 Transform Your Organization with DevOps', and '00 Learn Chef - Transform Your Organization with DevOps'. The '00 Learn Chef - Transform Your Organization with DevOps' item is highlighted in orange. Underneath this highlighted item, there are three sub-items: '01 Flows', '02 Lists', and '03 Emails'. Under '03 Emails', there are two sub-items: '01 Course Complete Email - Badge Earned' and '02 Finish Course Nudge Email'. Below these are four more top-level items: '01 Learn Chef - Introduction to the DevOps Journey', '02 Learn Chef - DevOps at Scale', '03 Learn Chef - DevOps Culture and Process', and '04 Learn Chef - Introduction to Tooling for DevOps'. At the bottom, there is one more item: '02 Manage Your Fleet with Chef Infra'.

- 02 Learn Chef Courses
 - 00 TEMPLATES
 - 01 Transform Your Organization with DevOps
 - 00 Learn Chef - Transform Your Organization with DevOps**
 - 01 Flows
 - 02 Lists
 - 03 Emails
 - 01 Course Complete Email - Badge Earned
 - 02 Finish Course Nudge Email
 - 01 Learn Chef - Introduction to the DevOps Journey
 - 01 Section Start
 - 02 Section Complete
 - 02 Learn Chef - DevOps at Scale
 - 03 Learn Chef - DevOps Culture and Process
 - 04 Learn Chef - Introduction to Tooling for DevOps
- 02 Manage Your Fleet with Chef Infra

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

Salesforce Tagging



A screenshot of the Salesforce Tagging interface. The interface shows a campaign titled '01 Learn Chef - Transform Your Organization with DevOps'. Below the campaign name, there are four fields for tagging: 'Parent Campaign' with the value 'Learn Chef Courses', 'Type' with the value 'Training - Website', 'Subtype' with the value 'Training Course', and 'Training Course' with the value 'Training Course'. Each field has a pencil icon to its right, indicating that the values can be edited.

Campaign	01 Learn Chef - Transform Your Organization with DevOps
Parent Campaign	Learn Chef Courses
Type	Training - Website
Subtype	Training Course
Training Course	Training Course

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

Deep dives on engagement metrics

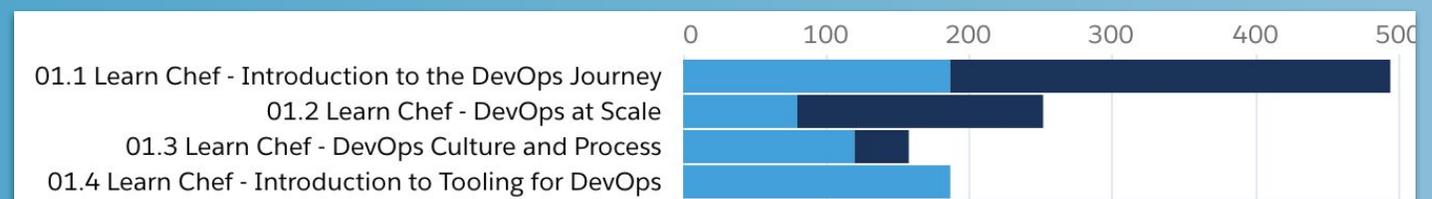
- Identifying user personas and enabling marketing touchpoints
- Understanding the user learning journey
- Sharable reports in company-standard reporting depots (Salesforce)



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

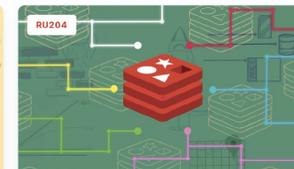
These are the next scheduled courses being run at Redis University.



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...

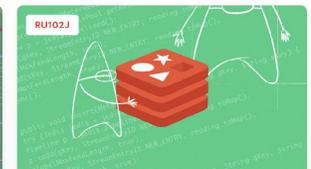
[Learn More →](#)



Storing, Querying, and Indexing JSON at Speed

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

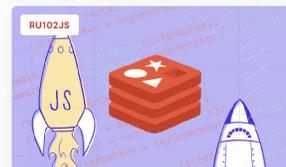
[Learn More →](#)



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...

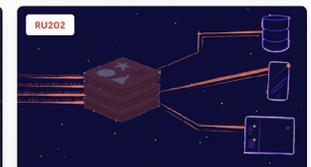
[Learn More →](#)



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 →](#)

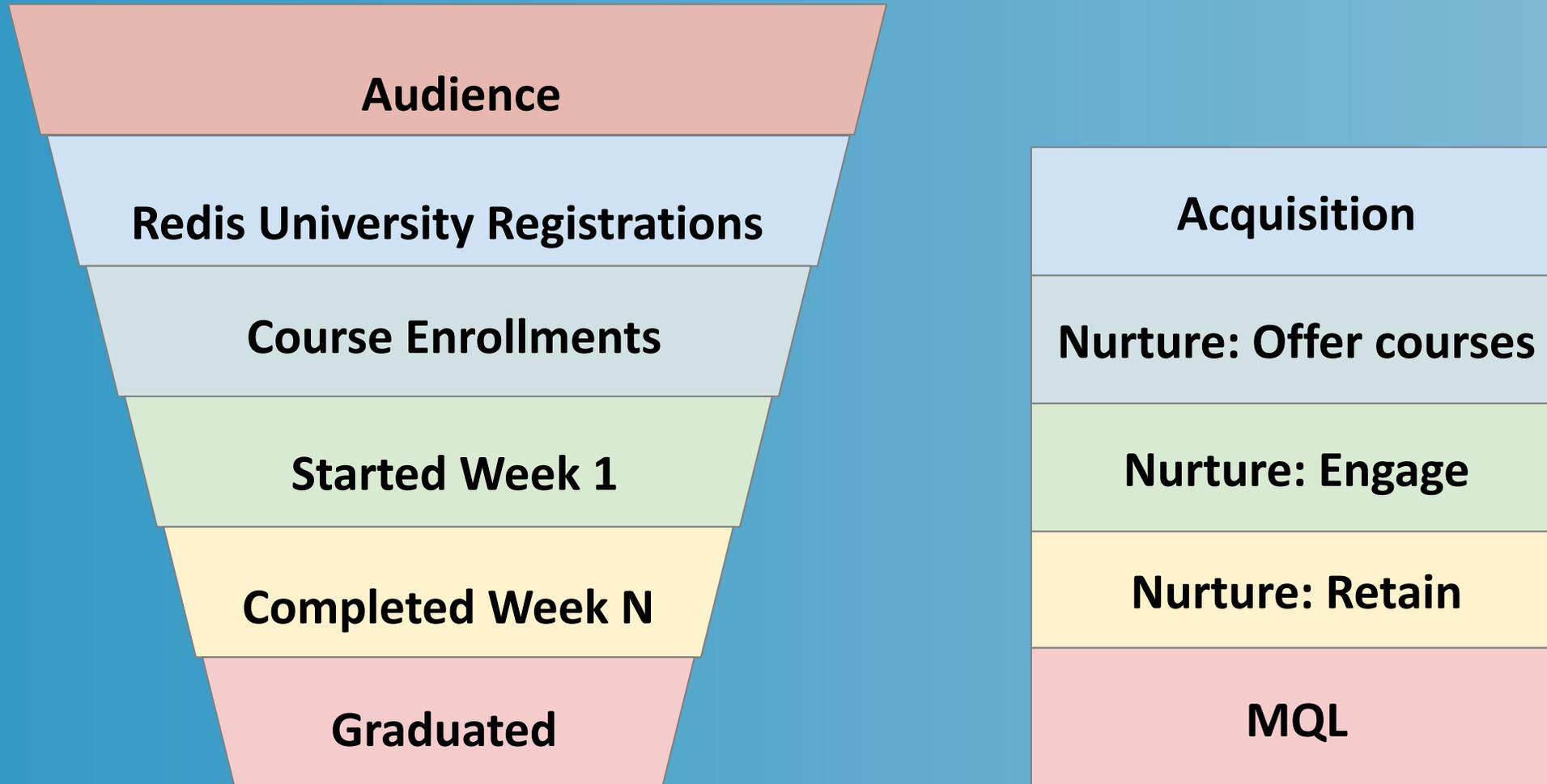


Redis Streams

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
 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



nate@appsembler.com
www.appsembler.com

CATCHY

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