

CATCHY



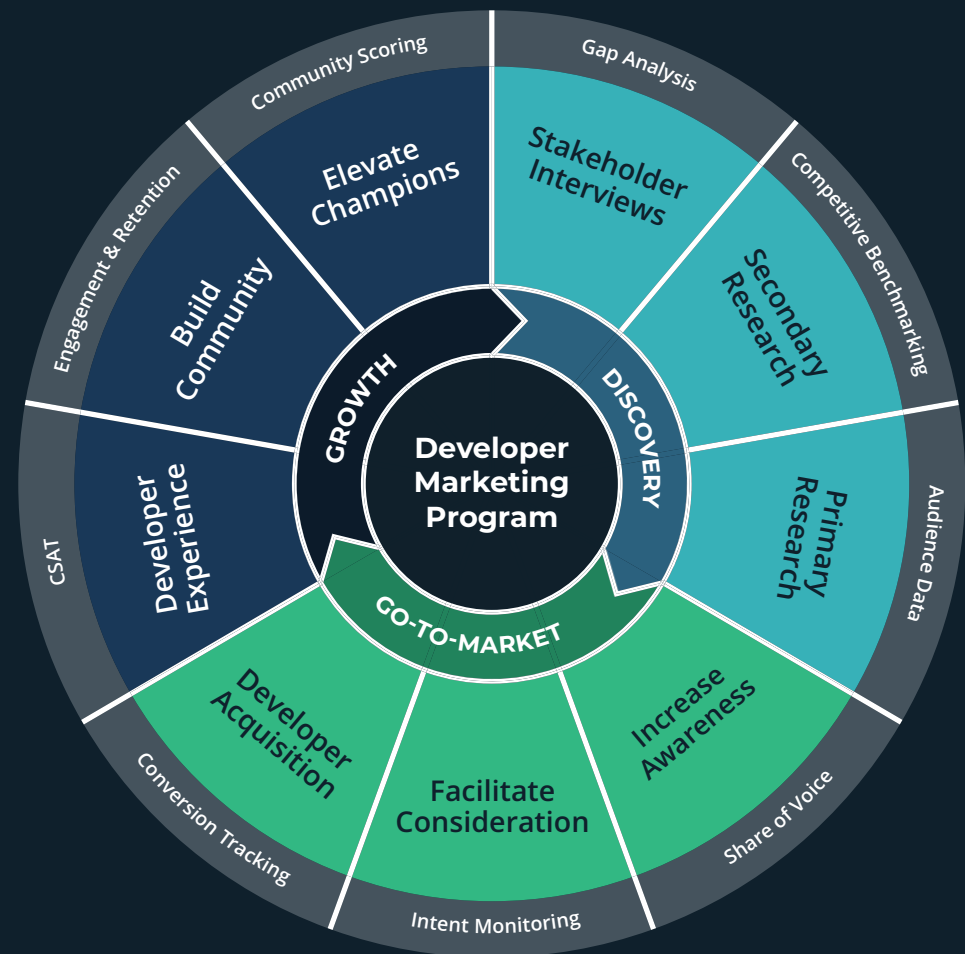
The Developer Marketing Flywheel



Building a successful developer marketing program can feel overwhelming even for the most seasoned developer marketing practitioners.

After creating a new company, product, or API, how do you begin drawing developers into your ecosystem - and getting them excited to be part of your community?

We created the Developer Marketing Flywheel to give you a solid starting point. Based on our 12 years of experience working with the biggest names in technology, this tool will be your guide for what needs to be done, when to do it, and how to measure the results.



Introducing the Developer Marketing Flywheel

No matter where you are in your developer marketing journey, the Developer Marketing Flywheel will show you how to build an effective end-to-end program. This framework breaks developer marketing down into three main activities:

Discovery

How to build your strategy

04

Go-to-Market

How to reach your audience

06

Growth

How to enable developer success

08

Discovery Phase

The Discovery phase is where you build your strategy by figuring out the core principles of product-market fit.



The tools you'll use to do this are:

Stakeholder Interviews

80% of the information needed to start forming your marketing plan already exists in the minds of the key stakeholders within your product ecosystem. Spending time speaking with customers, engineers, product managers, and sales staff will help you quickly form hypotheses on how to crack the market.

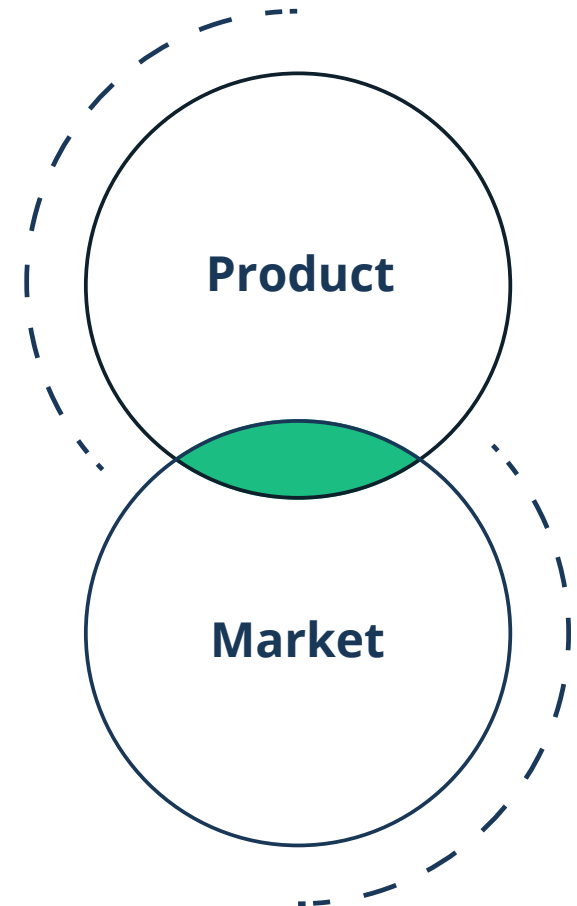
Secondary Research

Getting data on developers is hard, but thankfully there are plenty of free resources you can access online to round out your understanding of the market. You may want to consult annual developer reports (like Stack Overflow and SlashDATA), review developer conversations on public forums (pay close attention to Reddit and Stack Overflow), and do some independent competitive analysis.

Primary Research

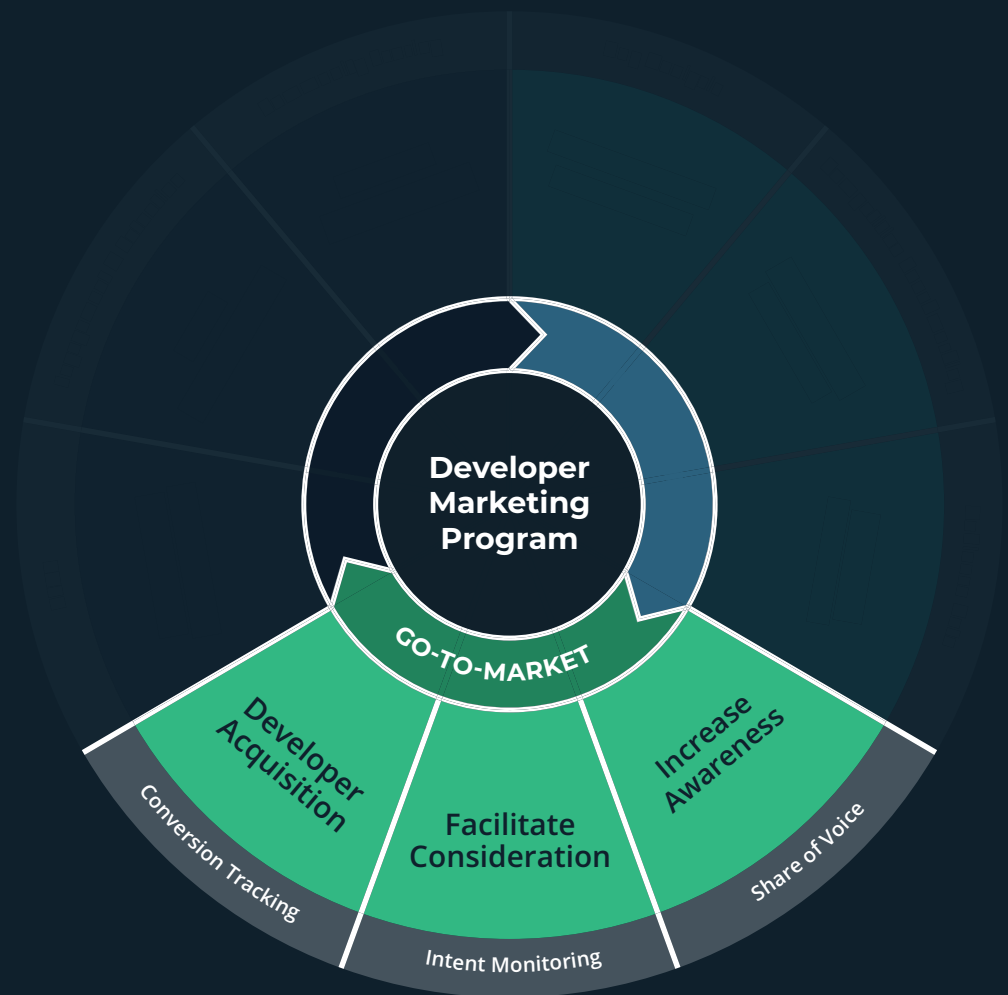
To answer any final questions about your developer audience, their views, and how they're engaging with your product or platform, try conducting some basic primary research. Consider creating a survey, hosting a focus group, or even creating an experiment to test your hypotheses about the market.

Assessing Product-Market Fit



Go-to-Market Phase

Go-to-market is a highly tactical phase where you're focused on building a core base of users, customers, and community members.



There are three main objectives:

Increase Awareness

A comprehensive developer marketing strategy will leverage earned, owned, and paid channels. Find a healthy balance between all three to effectively increase awareness of your product.

Facilitate Consideration

The easiest way to lose a developer in their journey is by making it hard for them to learn about and try your product or platform. Creating a frictionless consideration process is critical and you can monitor gaps in this process by implementing a social listening program like Catchy's Developer Signal Hub.

Developer Acquisition

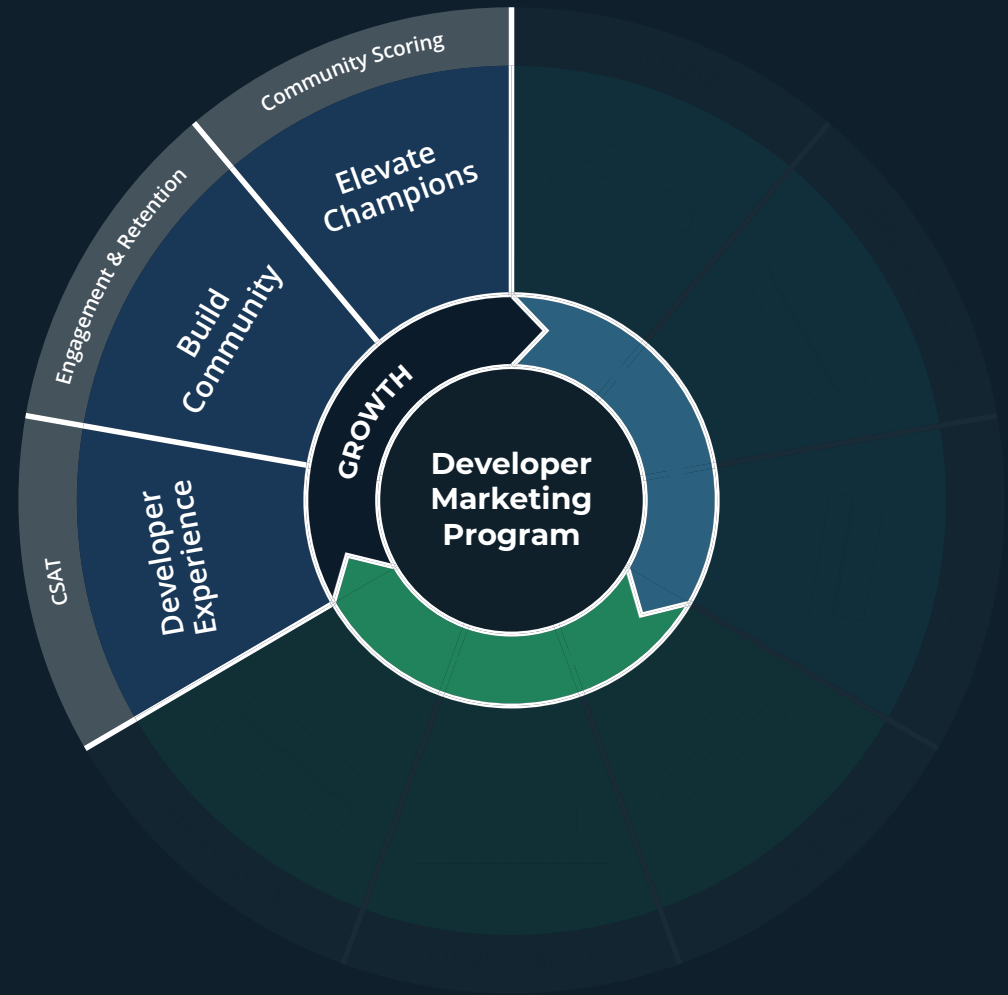
Awareness metrics are great, but at the end of the day it all comes down to getting developers to start using our product or platform. It's easy to think that simply getting a developer to register for your trial or portal is an acquisition, but in many instances (>50% for some companies), registered developers never even use the product. Setting a measure of what an "active developer" is, like number of API calls, will give a truer indication of your acquisition.



Leverage earned, owned, and paid for a comprehensive developer marketing strategy

Growth Phase

Once you've established yourself in the market, the growth phase is all about creating a best-in-class developer experience.



Focus on these areas to put yourself on the path to growth:

Developer Experience

Getting developers into your ecosystem is only the first step. Once a developer has committed to your platform, it's all about creating a great developer experience by making it easy for them to use your products, collaborate with other developers, and get support when they're stuck. Their success depends on your tools and platform. Make it a joy to work together, not a pain.

Build Community

Many developers are naturally collaborative. The work they do is hard and oftentimes, they're going places where no one else has gone before. As such, it's important to build a friendly community of builders that can innovate and solve problems together. Successful communities are multi-dimensional, inclusive, collaborative, and participatory.

Elevate Champions

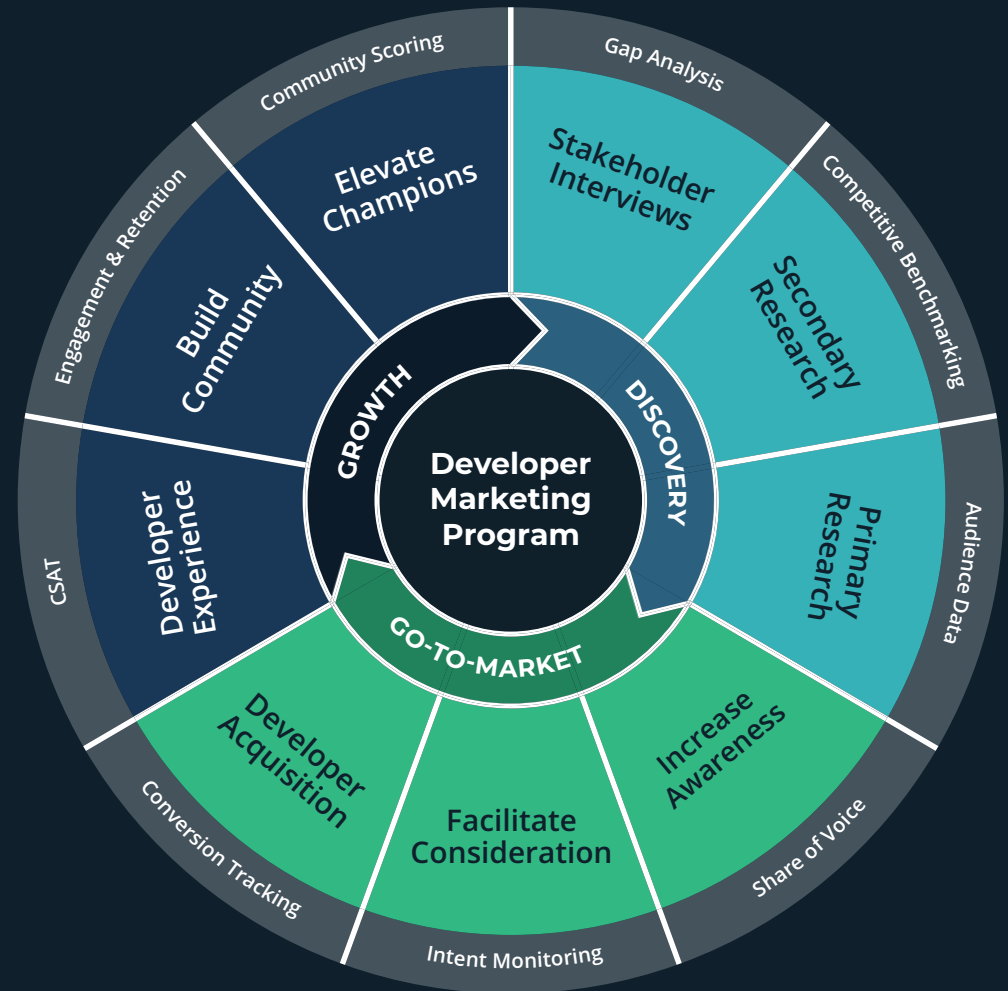
The best thing about building a strong developer community is seeing the innovation and solutions that come out of it. Don't hide these in the dark. Give developers a platform to share all the amazing work they're doing by highlighting it on your blog or social channels. This is one of the key drivers of the flywheel. The more you can share this success, the more developers will be interested in building with you in the future.



Building a Collaborative Developer Community

The Flywheel Effect

Your first journey around the flywheel is just the start. Market conditions will change, and sooner or later you'll have to start back at the beginning. If you follow the framework, you'll build momentum with each spin of the wheel and the process will become easier, and more effective, over time.



CATCHY The Leading Developer Marketing Agency

We build, grow, and manage marketing programs for the world's largest technology platforms. For over 12 years, we've helped our clients engage integrated ecosystems of developers, partners, and customers to extend the usage of their products and services.

Who we've worked with: