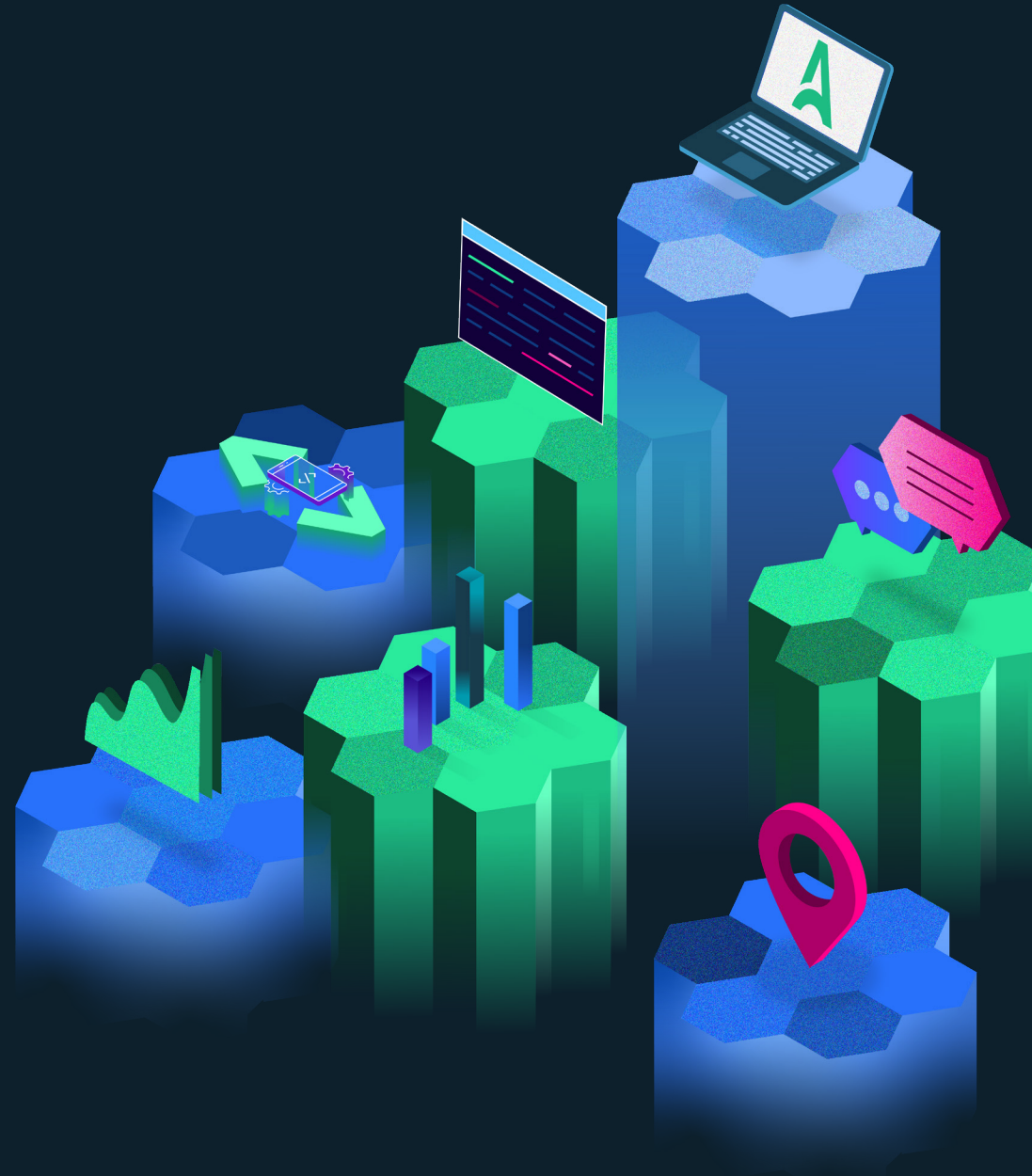


CATCHY

What is Developer Marketing?



There's a lot more to developer marketing than meets the eye. This introductory guide will help you learn what it is, why it matters, and how to create marketing programs that developers love. If you're new to the space, or if you're looking to brush up on the basics, this is the resource for you.

We'll start with an introduction to developer marketing to help you understand how it works before addressing developers and what they want. Then, we'll cover the benefits of developer marketing with insights from Catchy's Founder and CEO Richard Hurring, and Managing Partner Gary Gonzalez. Case studies are included with each section to provide real-world examples of how companies have successfully navigated this space.



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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.

Google	 CONSENSYS	amazon	 ATlassian	∞ Meta	SONY
SIEMENS	FOURSQUARE	<i>BOSE</i>	 Microsoft	T Mobile	SAMSUNG
 HUAWEI		ORACLE®	Qualcomm	 DOLBY®	 AT&T
moz://a		VISA	BARCLAYS		 Santander

Part 01: Why is developer marketing important?

- A. An introduction to developer marketing
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An introduction to developer marketing

Developer marketing is a set of aligned initiatives to attract, engage, and encourage developers to build using your product or service.

Developers are a valuable, and growing audience. The global developer population reached 24.5 million in 2020 and is projected to increase to 45 million by 2030. Effective developer marketing will allow you to establish engagement strategies to ensure that this audience is aware of your product, understands how it can solve their problems, and prefers it instead of a competing product.

Winning the hearts and minds of developers is a journey, and a long-term relationship will be more rewarding than a quick transaction. However, maintaining that relationship takes insight, ideas, and persistence. Don't be surprised if your developer advocates need to be convinced repeatedly. Strong support, excellent communication, and first-class engagement will lead to success.



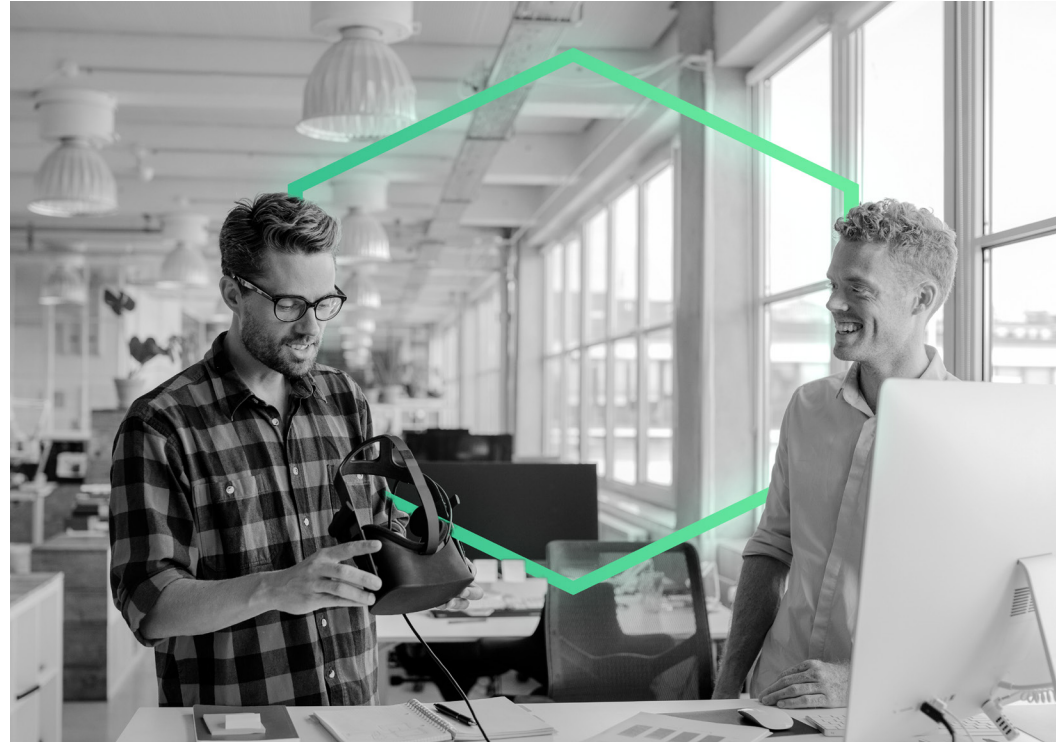
Defining developers

“Developer” is a broad term. A developer can be an individual, or an organization, that creates technology products, including software, applications, and hardware devices.

Developers can be broadly defined by referring to their focus, whether that is front end, gaming, IoT, Cloud, Fintech, and so on. But often, this type of partitioning of developers doesn't work because many of them work across multiple disciplines.

For marketing purposes, we can also consider a developer as anyone who helps select tools for creating these technology products.

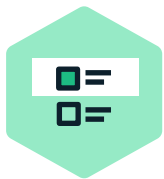
Identifying your audience is crucial when considering your developer marketing strategy. A group of people within an organization will likely evaluate your product for a purchase decision, so getting a thorough understanding of who you're speaking to can go a long way.



Defining developers

Modern tech stack purchasers hunt in packs.

Several people will be involved in the purchasing decision, and many of those people could be described as developers. The people involved will vary from business to business and even from project to project, but here are a few to consider:



Engineers

Developers who will work directly with your products and services are vital. For most businesses we support, they're the primary audience.



Business & Finance Managers

Someone has to pay the bills, right? If you don't engage the money guys with stories about how you're helping them, then someone else will.



Creative Designers

Depending on your technology, creative teams can be influential developer advocates within a business. Your tools and platforms can impact the working lives of industrial designers, materials experts, graphic artists, UX, and interactive designers. Since they work closely with product management and engineering teams, they're a great audience to have on your side.



Product Managers

Product managers are interested in what's being built with your technology, even if they may not be as hands-on as developers. They need to feel confident that their engineering team has the right tools to meet the needs of the business or customer and a strong understanding of your product. They are responsible for bringing a product or product feature to market and are an essential audience to engage.

Defining developers

Other groups of developers you might be looking to target, but who are probably, not yet anyway, in a traditional buying role, include:



Hobbyist

Sometimes referred to as “bedroom coders” or “community developers,” this population can be vitally important to the growth of technology. They select, adopt, and advocate technology because they believe in it. Passion is contagious, after all!



Student

Computer science and engineering students learn their trade by experimenting with various tools and platforms. The best tools they adopt during this period may stick with them throughout their careers. Because of this, they are a great developer audience to influence, and their proximity to other students ensures buzz will spread quickly.

Why developer marketing matters

Developers are notoriously averse to traditional marketing approaches. Their primary goal is to understand how your product works and evaluate whether it will make their lives easier and make them and their companies more successful.

Therefore, you should use an educational approach for your developer marketing program to provide information about your product's tangible features and technical specifications. This requires an in-depth understanding of the problems that developers are facing and a clear message about how your product can solve these problems.

Why focus on educating developers about your product?

Developers are becoming more influential in the workplace. As internal subject matter experts, **92% of developer team leaders are involved in the purchase decision-making process.** These developers are increasingly being asked to make business cases for products that can help them and their organizations succeed.

They also have the ability to shut you out. In the DevRelCon 2019 presentation **Building an enterprise developer marketing program from scratch**, Luke Kilpatrick reported that **34% of sales opportunities are lost due to developer influence.**

In 2022 and beyond, very few tech stack buying decisions are being made without developer input.

Case Study

FOURSQUARE



Creating a successful paid media strategy for an audience of skeptical developers can be a challenge. Here's how Catchy revamped Foursquare's media approach towards marketing their developer API, helping bring in fresh eyeballs and new users.



[Learn how Catchy helped Foursquare increase conversion rates by 315%](#)

Part 02:

What are the benefits of developer marketing?

-
- A. What developer marketing achieves
 - B. Case Study: Audience Insights



What developer marketing achieves

Successful developer marketing will ultimately help you increase the number of developers using your product.

It achieves this by providing a combination of benefits, such as increasing awareness, facilitating consideration, and increasing acquisition. There is, however, much more to it than this. Developer marketing can also help you keep developers engaged, build credibility, and scale effectively over time.

For an in-depth understanding of these benefits, the leadership team at Catchy has a few key insights based on 12 years of experience in how developer marketing can work for you.



Richard Hurring Founder & CEO

Richard Hurring created Catchy in 2010, evolving the business into a developer-focused marketing agency serving clients like Google, Amazon, and Microsoft.



Gary Gonzalez Managing Partner

Gary Gonzalez founded the go-to-market strategy firm Convoke, which Catchy acquired in 2021, and has worked with clients across tech, web3, and gaming.

What developer marketing achieves

Q: How can a developer marketing program increase the number of developers using my product?



A:

Richard:

Initial consideration is all about discovery.
Developers can't try a product they can't find.

So you need to work on awareness, and you need to have two avenues:

- **Self Discovery:** Through search, content, events, social, or paid media.
- **Peer Discovery:** Through other developers talking about and recommending your product in developer forums and communities.



Gary:

You can have the best product or platform in the world, but none of that is going to matter if developers don't know about it.

At the end of the day, developer marketing should do three main things to grow the number of developers using your product:

- **Increases awareness**
- **Facilitate consideration**
- **Increase acquisition**

What developer marketing achieves

Q: How can a developer marketing program keep developers engaged with my product?



A: **Richard:**
Effective developer marketing will engage and create a developer community and then enable that community to be heard by the product teams.



Gary:
The landscape of developer tools is an increasingly crowded and noisy space. Developer marketing programs should work hand-in-hand with other organizational functions, such as developer relations, sales, and product, to help keep developers informed.



It's important to remember that this isn't a sales function. It's a drumbeat of news to ensure developers have everything they need to do their jobs faster and easier and make it less stressful.

What developer marketing achieves

Q: **How do I measure the success of my developer marketing program?**

A:



Richard:

Active Users is the most commonly used KPI. Make sure you quantify what that means for your product, how you define an active developer and address any other variables that come into play.



Gary:

Every developer marketing program is different and should have its own set of KPIs to measure success. There are, however, a few common ones that we recommend looking at when setting up a program.

Awareness > Share of Voice:

Awareness metrics, like impressions and engagements, are a bit meaningless unless you can contextualize them. We recommend using a share of voice calculation to measure a more meaningful impact of your top-of-funnel activities.

Consideration > Intent Monitoring:

One of the hardest measures of success is knowing whether your content in the market is actually making an impact. That's where we recommend looking at intent monitoring via social listening to understand if developers are actually considering using your product or platform.

Acquisition > Active Users:

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 a number of API calls, will give a truer indication of your acquisition.

What developer marketing achieves

Q: What is the single most important benefit that developer marketing provides?



A:

Richard:

Done right, developer marketing brings momentum to your product growth. More active developers bring an increase in Peer Discovery. Maintain the trajectory of Self Discovery alongside that, and you have exponential growth.



Gary:

Scale. Growing a tech product or platform is a flywheel. More developers doing more cool stuff makes it easier to convince even more developers to come over to your party. Developer marketing is about telling that story at scale to help kickstart that flywheel and keep it turning.

What developer marketing achieves

Q: What should my developer program include?



Richard:

- Create a low friction **portal** or sign-up process.
- Give users a way to talk to each other, either in your own community or on developer-centric sites such as GitHub, Stack Overflow, etc.
- **Empower Champions** - Devs love peer recommendations, enable your power users to be found and engage with prospect users.
- Create interesting, **engaging content** to enable developers to find your product through search and then learn about it.
- Find and **attend events** where your target developers will be.



Gary:

- **Search.** If I could only tell one thing to someone building a developer program, it's that search is the most important thing to get right. The data supports this every year.
- **Tools and Trials:** You need to have a free and easy trial for developers to access, or else you're completely breaking the customer journey. Developers are hands-on evaluators.
- **Elevate Champions:** A successful developer program's ultimate pinnacle is elevating your happy customers into evangelists and advocates. That's when platform adoption will begin to snowball at exponential rates.

Case Study: Audience Insights



Knowing developers were already innovating with their products, our client wanted to discover how to surface more of these ideas across the wider business. How could they bring developers out of their teams and get their ideas and thoughts to a bigger audience?

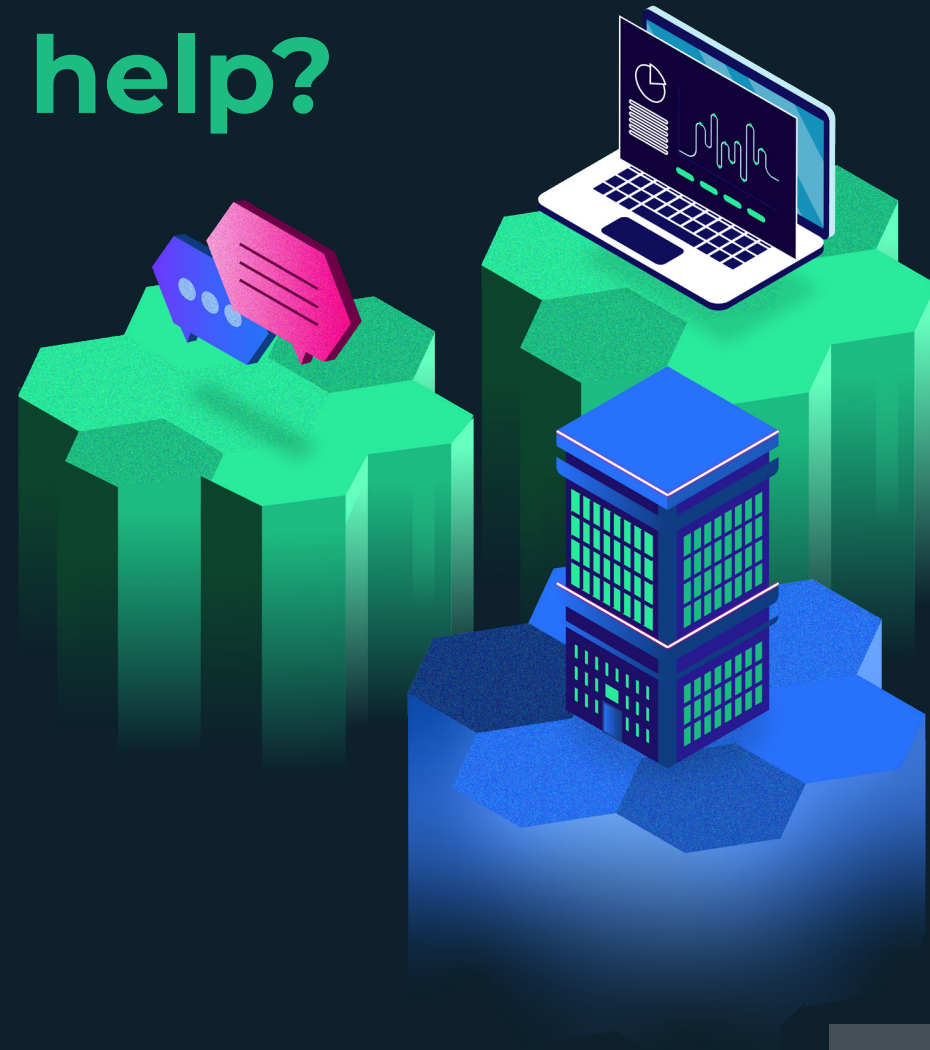


Find out how Catchy uses audience research to help win developer buy-in

Part 03:

How can a developer marketing agency help?

- A. Where to start
- B. How to create a program
- C. The roadmap to success
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Where to start



So far, we've highlighted the importance of having a dedicated developer marketing program to increase the number of developers using your product. Successful developer marketing will scale effectively and offer progressively greater benefits over time. So, if it's crucial to do this, and crucial to do this well, how do you know where to start?

Catchy's Developer Marketing Guide will help you understand the ins and outs of building a developer program. Whether you're planning a developer program from scratch or managing an established business that needs a fresh approach, you'll feel better prepared to take your next steps in marketing to developers.

How to create a program

When you're ready to create your developer program, [Catchy's Developer Marketing Framework](#) can help you establish strategic and operating principles to achieve growth and marketing excellence.

This framework highlights the six interlocking components contributing to successful developer marketing programs. Combined, these components support a developer's journey from first impressions to becoming an informed, enthusiastic advocate.



How to create a program

The framework's six components and subcomponents are:

Portal

- Developer experience (DX)
- Support
- Tech docs
- Navigation
- Onboarding

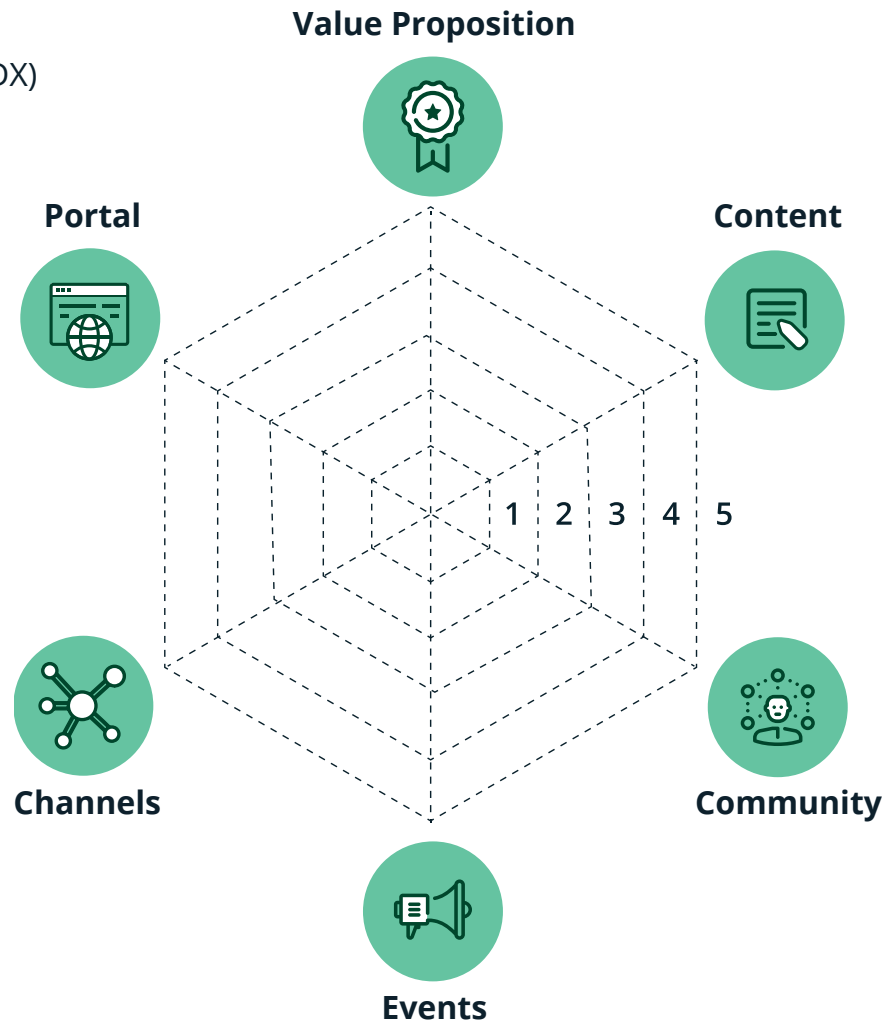
Channels

- Distribution
- Social media
- Email
- Paid media
- Campaigns

Events

- Meetups
- Hackathons
- Contests
- Sponsorships
- Conferences

Value Proposition



Value Proposition

- Target audience
- Competitive Landscape
- Developer motivation
- Messaging

Content

- Blogs and articles
- Developer stories
- Use cases
- Newsletters
- Whitepapers

Community

- Developer to developer (D2D)
- Owned and 3rd party forums
- Reward and student programs
- Advocacy
- Influencers

The roadmap to success

Catchy's Developer Marketing Flywheel guides what needs to be done, when to do it, and how to measure the results. It's a roadmap for developer marketing practitioners on how to build successful programs.

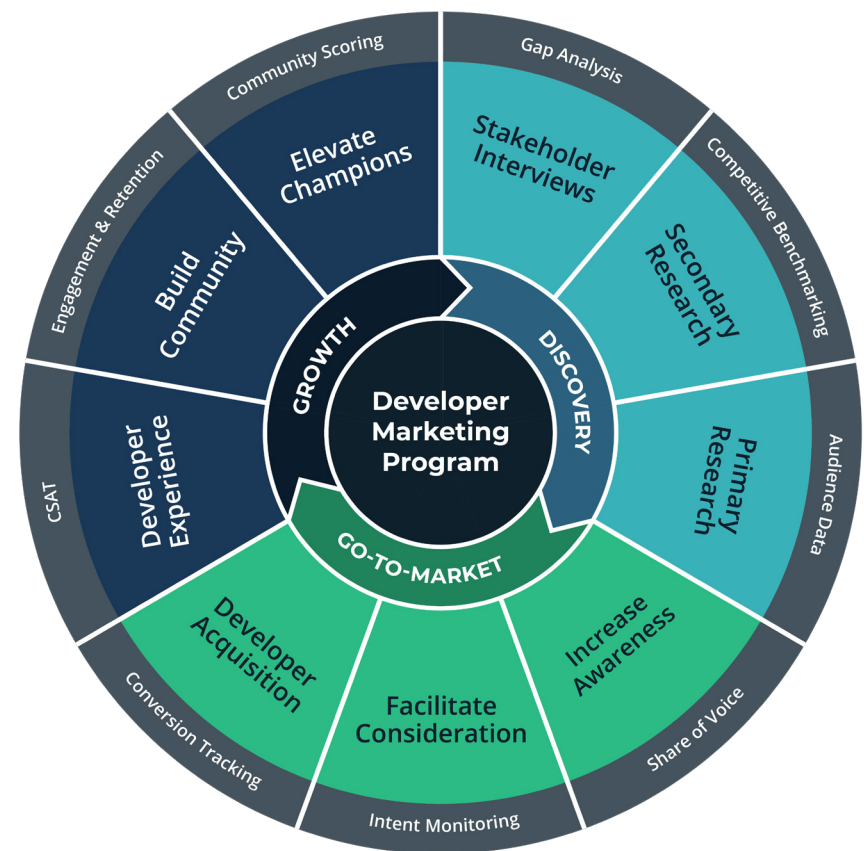
The flywheel breaks developer marketing down into three main activities:

Discovery: This is where you build your strategy and figure out the core principles of product-market fit.

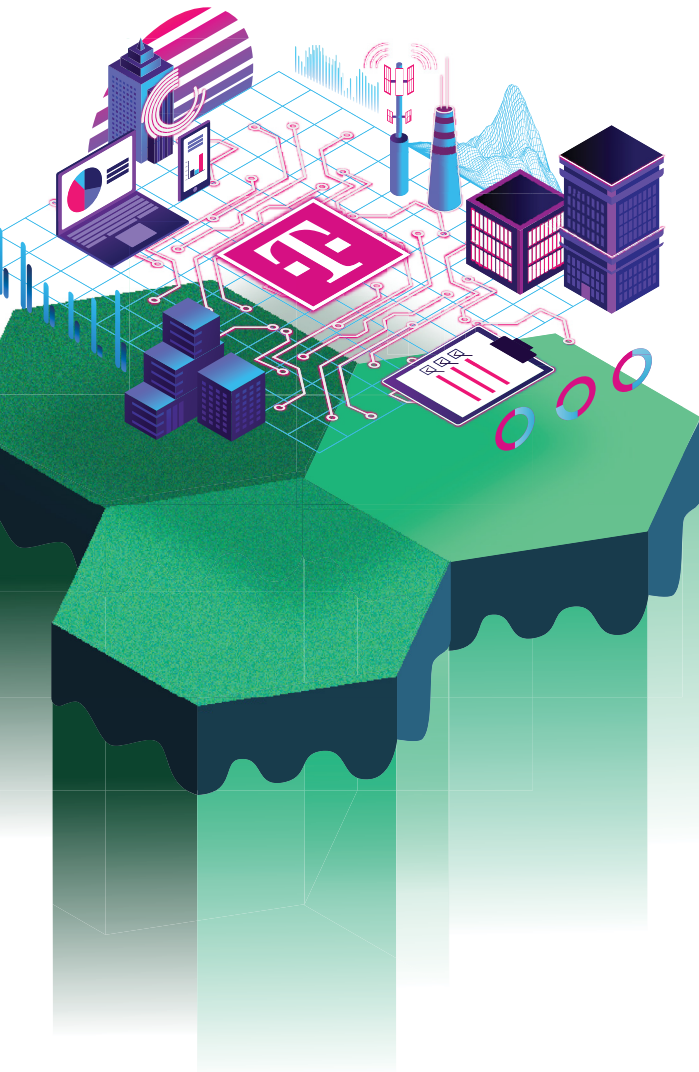
Go-to-Market: This is the highly tactical phase where you're focused on establishing a core of users, customers, and community members.

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

As market conditions change, you'll have to start back at the first phase and repeat the process again and again. If done well, you'll build momentum with each wheel spin, and the process will become easier and more effective over time.



Case Study: Deutsche Telekom



When Deutsche Telekom (DT) needed a full go-to-market strategy for a new API developer portal, they turned to Catchy. Their product team had built an exciting suite of APIs and developer tools, but the telecom giant struggled to bring developers into the ecosystem. Catchy conducted extensive research, then used the data to inform and build a developer program and go-to-market strategy.



[See how Catchy created a multi-channel developer experience for Deutsche Telekom](#)

The final word

A successful developer marketing program will help you increase the number of developers using your product and allow you to scale effectively over time. To achieve these benefits, you'll need to know where to start, how to create a program, and what your product's roadmap to success looks like.

For more insight on developer marketing, visit us at catchyagency.com.

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