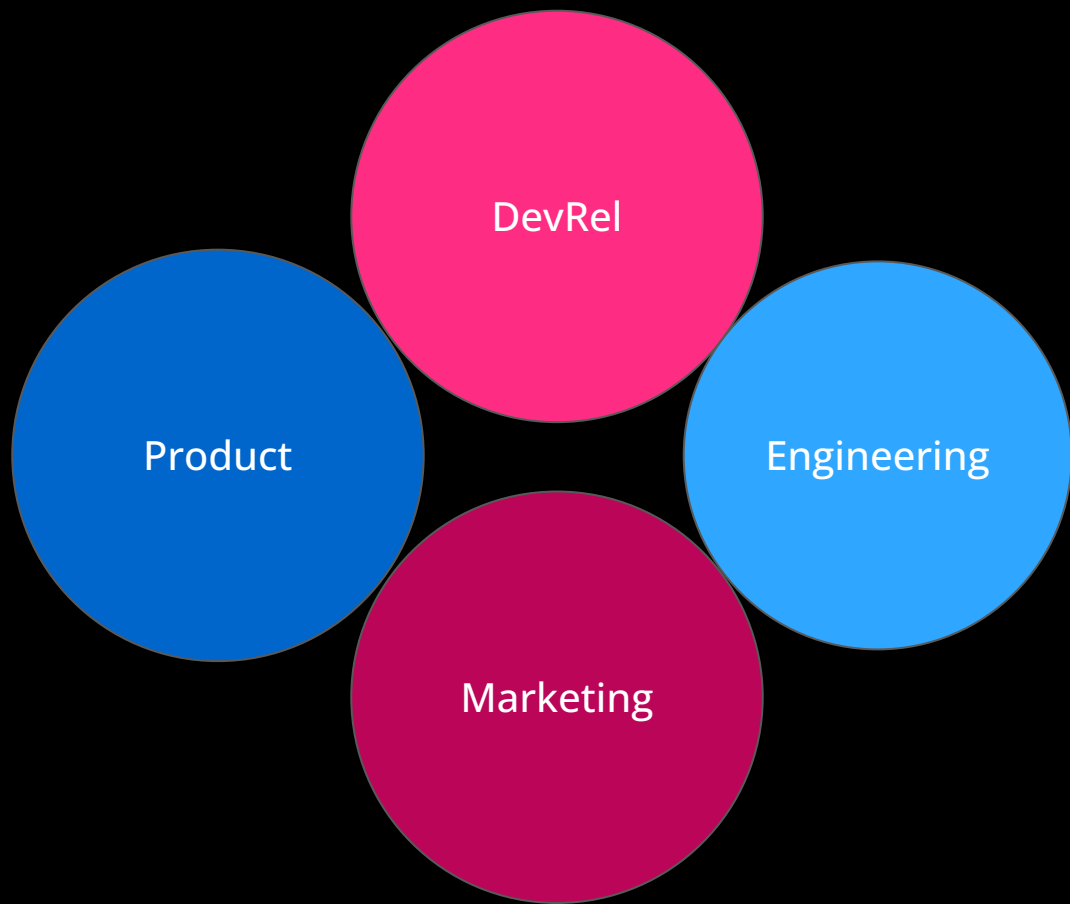


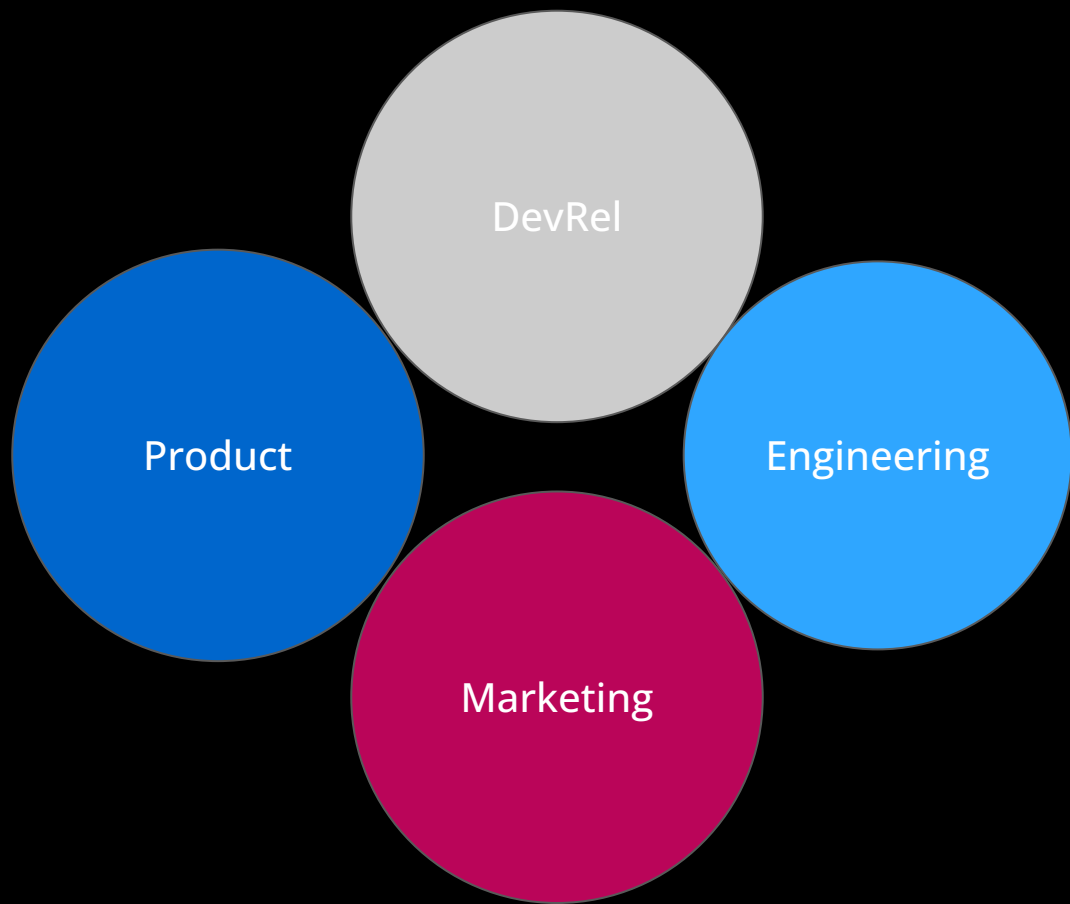
# Three Marketing Frameworks Every Advocate Should Know

Matthew Revell and Adam DuVander

[developer.marketing](https://developer.marketing)







## Product

PLG

Lean Startup

RICE Prioritization

MoSCoW Method

Double Diamond

## Marketing

AIDA

Four/Seven Ps

STP

The Marketing Mix

Sub-disciplines:

Product marketing, B2B,  
B2C, services marketing,  
lifecycle marketing,  
direct, and so on

## Engineering

Agile

Scrum

Lean

12 Factor App

TDD/BDD

## DevRel



85% drive awareness  
and adoption



85% drive awareness  
and adoption

43% don't think they  
do marketing



## Marketing

Guides a **buying** journey

Aligns product characteristics  
with **buyer needs**

Builds trust and **confidence**

**Uses** structured frameworks  
to prioritise and prove impact

## DevRel

Guides the **developer** journey

Aligns solutions with **developer  
problems**

Builds trust and **credibility**

**Lacks** structured frameworks to  
prioritise and prove impact



## Marketing

Guides a buying journey

Aligns product

with buyer need

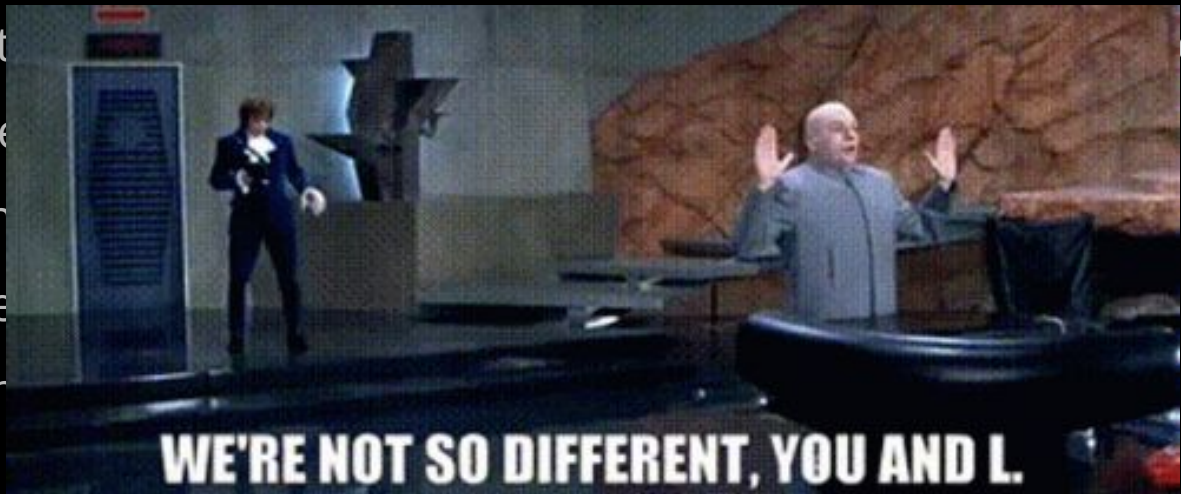
Builds trust and

Uses structure

to prioritise and

## DevRel

Guides the developer journey



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# What we're going to cover



Developer journey



Personas



Messaging

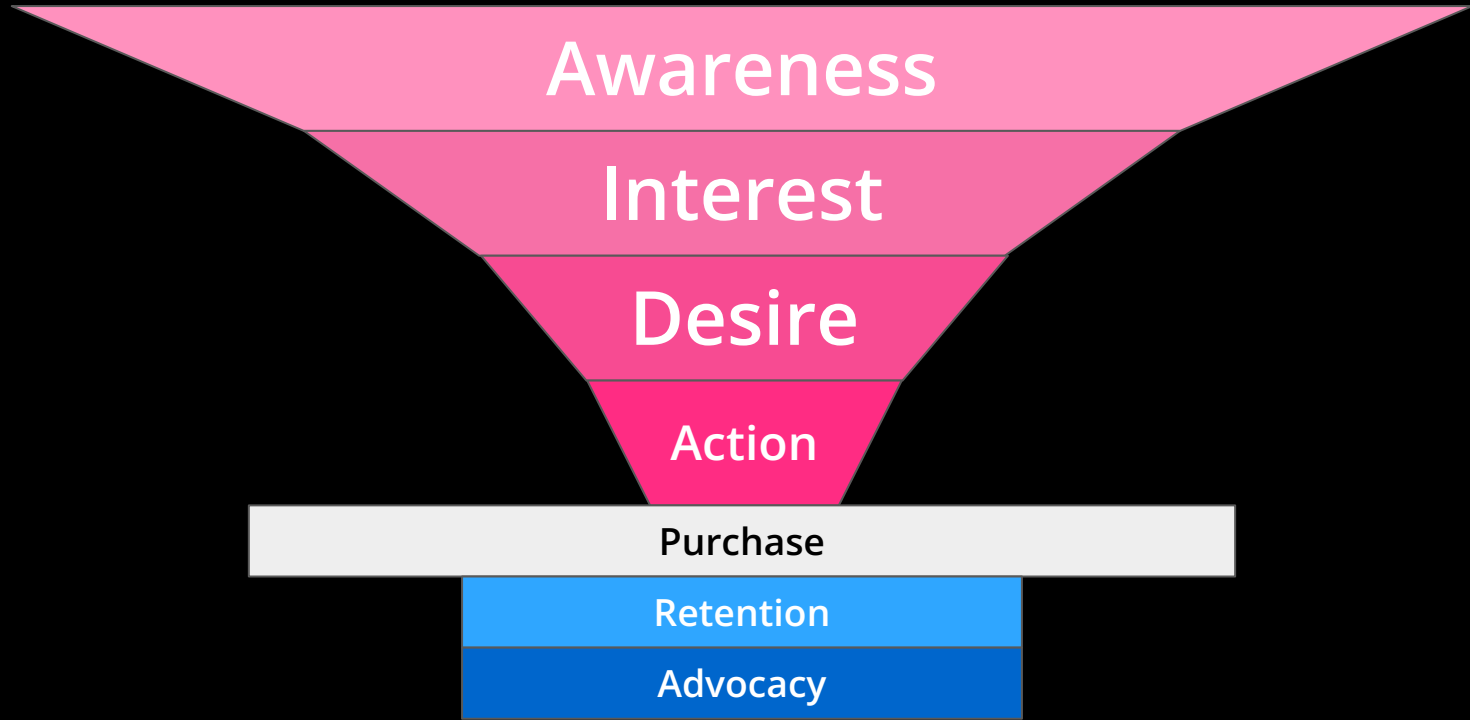


## Framework #1

# Journeys and funnels



# The marketing funnel



# DevRel is skeptical of funnels

*“Developer adoption isn’t linear”*

*“No two developers are the same”*

*“We’re not trying to sell to people”*

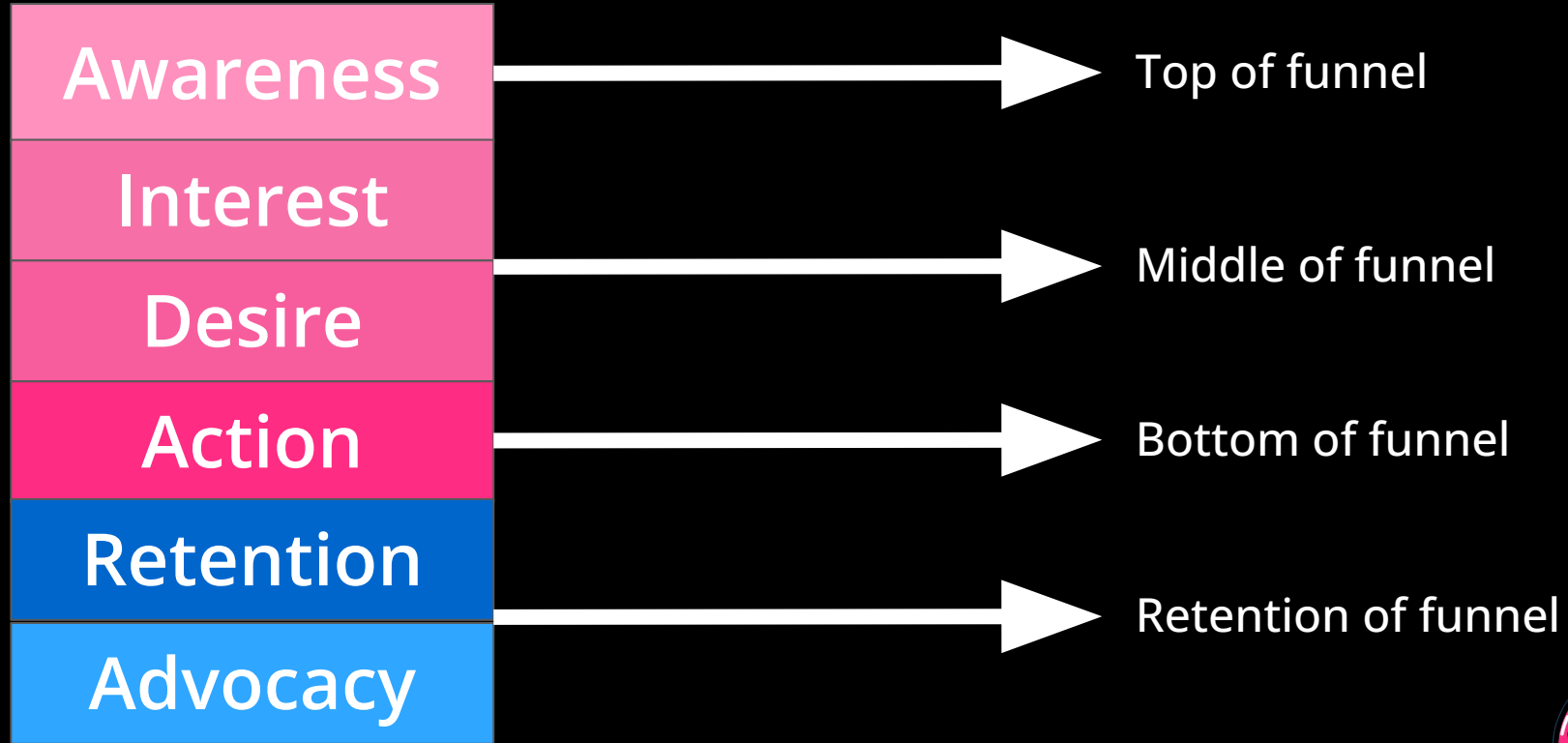


DevRel is skeptical of funnels

Models are imperfect



# The marketing funnel



# What to do when

## Stage

## State of mind

## Purpose

## Activities

Top

*I'm vaguely aware I have a problem. What's even out there?*

Generate awareness

- SEO content
- Conference talks
- "What is X?" explainers

Middle

*This looks promising but is it right for me?*

Develop consideration

- Tutorials
- Comparison guides
- Sample appss

Bottom

*I want to try this. Help me succeed and make the case.*

Enable conversion

- PoC templates
- Integration docs
- Deployment examples

Retention

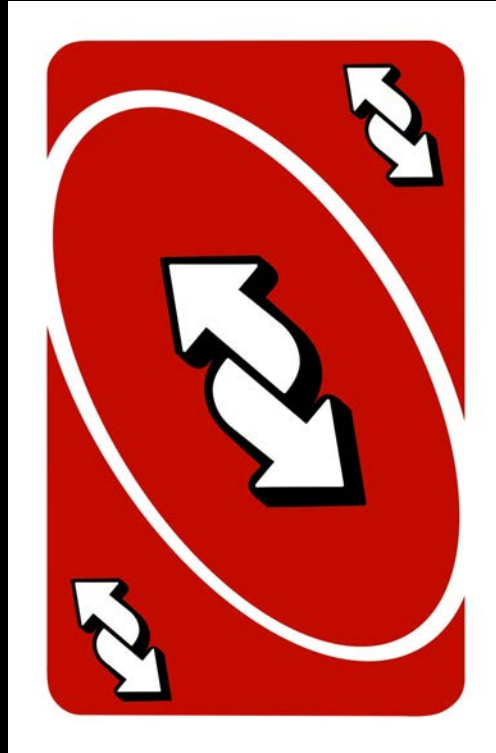
*Is this still the right tool and how can I make the most of it?*

Build loyalty, drive expansion, ensure renewal

- Community programs
- Feedback & contribution loops

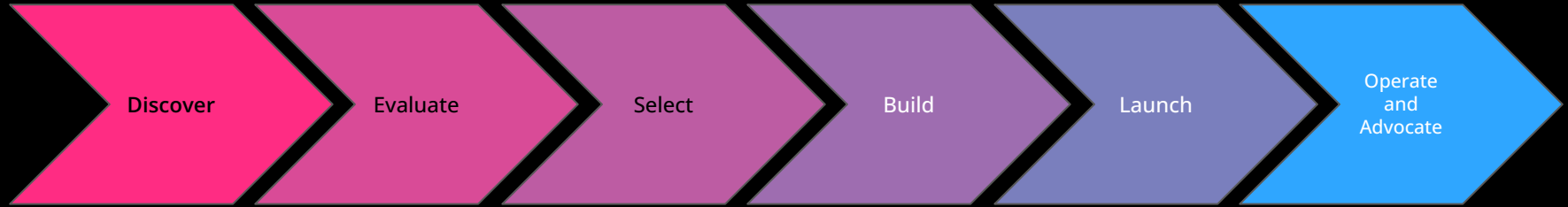


# Journeys not funnels

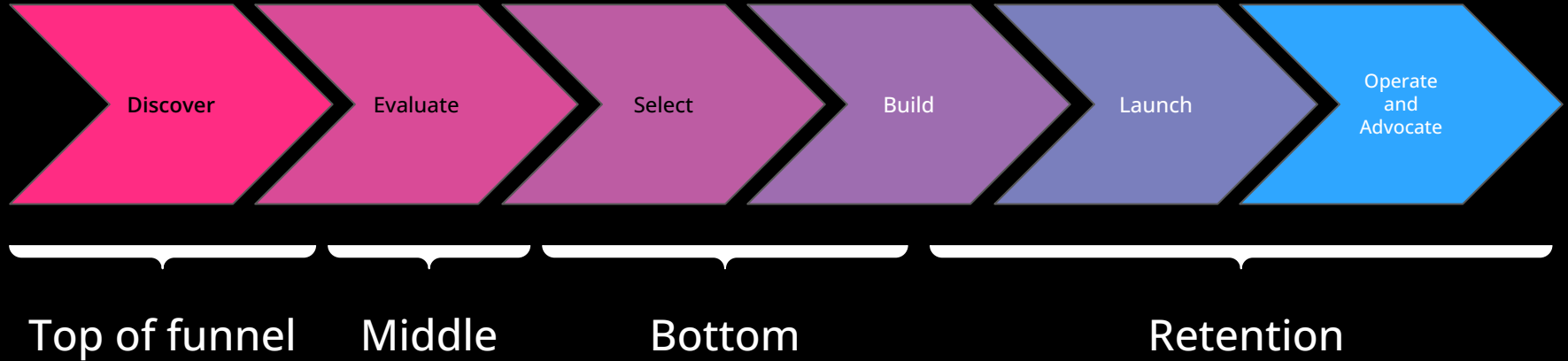




# Journeys not funnels



# Journeys not funnels



# Journeys not funnels

The developer journey  
is a framework for  
developer **empathy**.



# Journeys not funnels

And it gives us a **structured** way  
to think about DevRel work.



# Explain your work to others

*"This supports **awareness** and **discoverability**."*

*"This **reduces time-to-value** post-sale."*

*"This helps turn successful users into **advocates**."*



# Personas



## Framework #2

# TECH-PATH Persona



# Not all developers are the same





# Not all developers are the same



# When you know **who**

Find them

Engage them

Educate them

Support them

And maybe  
**describe our products to them**



# B2C Persona

Jane is 34, works in finance, values convenience



# B2B Persona

Senior backend dev in a 20-person team, reports to Head of Eng



# You don't know their

Stack

Constraints

Trade-offs

Or anything about their  
technical reality and decisions



# TECH-PATH

*Situation and Response*



# Tools

Languages

Platforms

Infrastructure



# Tools

*Legacy Java apps, SOAP APIs, Oracle DB,  
internally hosted services*





# Environment

## Organization

## Decision-making



# Environment

*Strict **release cycles** (quarterly), gated reviews, multiple **layers of approval** — including **security and compliance***



# Constraints

What **limits** adoption?

Budget

Compliance

Legacy



# Constraints

*Limited SaaS adoption allowed*  
*Must meet internal audit requirements*  
*Limited flexibility to add new infra*

# Habits

Discovery

Evaluation

Trust



# Habits

*Evaluates tools through written proposals  
and **internal RFCs***

*Prefers vendors with long-term support  
and **clear documentation***



# TECH-PATH

Situation

Tools

Environment

Constraints

Habits

...

Response



# Priorities

What do they **optimize**  
given their **situation**?





# Priorities

*Minimize operational risk*  
*Maintain regulatory compliance*  
*Ensure vendor accountability*



# Actions

What's **progress**  
and what are their **problems**?



# Actions

*Support stable services while slowly  
modernising stack*

*Reduce **deployment friction** without  
increasing review overhead*



# Trade-offs

Where can they **compromise**?

There are *always* trade-offs



# Trade-offs

*Will sacrifice **speed** and **flexibility** for  
**predictability** and **auditability***



# Horizons

What is **changing**  
in their world?



# Horizons

*Tightening **compliance requirements** and  
rising **integration complexity** as internal  
teams adopt their systems*



# TECH-PATH

*Situation*

*Response*

Tools

Priorities

Environment

Actions

Constraints

Trade-offs

Habits

Horizons





# Framework #3

# Messaging



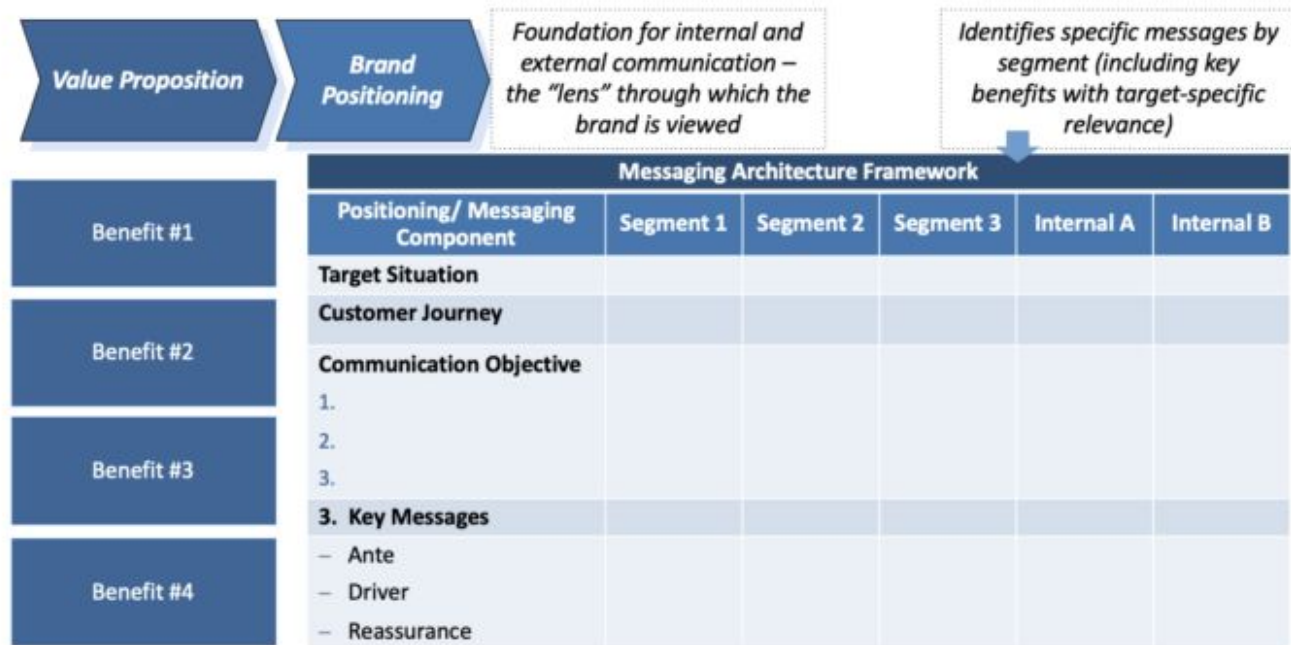
✓ Where are they?

✓ Who are they?

How do we talk to them?



# Brand Messaging Framework





TASTE THE FEELING<sup>®</sup>

The sip  
of happiness

'Coca-Cola' contains no fruit | 'Coca-Cola' contains added flavours

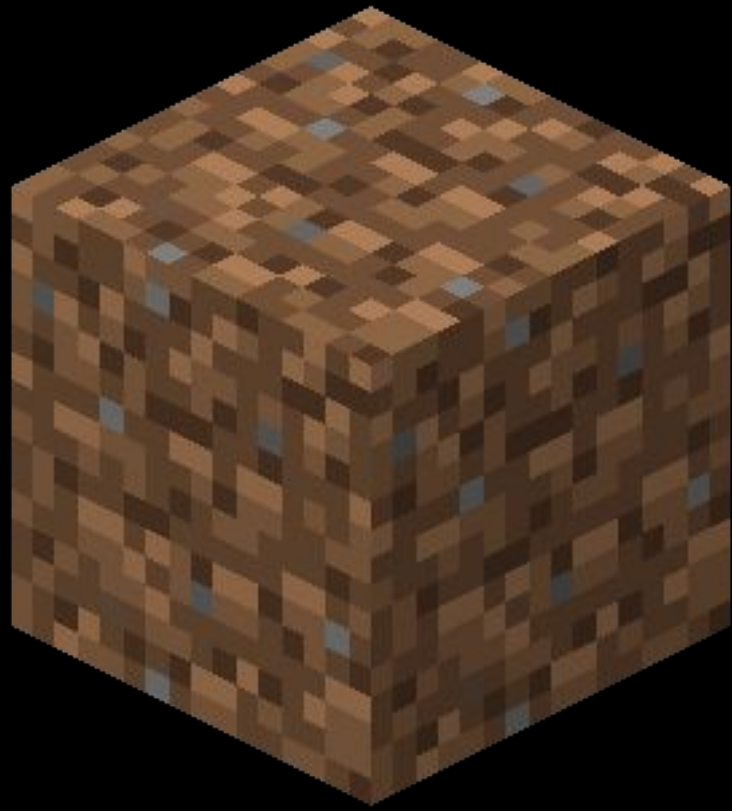


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**\$4-5B** per year

**100+** external agencies





**“All developers!”**

**“Oh no, of course not all  
developers!”**



**“All .NET developers!”**

# Performance Monitoring Solution for Developers

# Performance Monitoring Solution for Developers

Reduce Crashes and Downtime of  
.NET Web Apps

Just don't slogan it



Target Audience

Tone of Voice

Brand Pillars

Supporting  
Examples

Headline Benefits

**Pillar #1**

**Pillar #2**

**Pillar #3**



# Target Audience

Look at TECH-PATH!

You can choose two, but  
make one primary

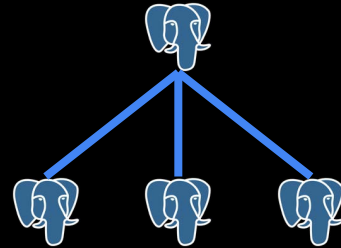


# Target Audience

Jr Devs



DBAs



# Tone of Voice

Maybe marketing has this...

Is it for developers?

Do you agree with it?





# Tone of Voice



Informative  
Direct



DigitalOcean

Empowering  
Knowledgeable



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# Brand Pillars

Look at TECH-PATH!

What do these  
developers care about?



# Brand Pillars

ORACLE®

 supabase

Reliability

Effortless



Target Audience

Tone of Voice

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**Pillar #2**

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## Target Audience

1) Enterprise Developers 2) IT Managers/Admins



**Target Audience**

1) Enterprise Developers 2) IT Managers/Admins

**Tone of Voice**

Confident, empowering, enthusiastic, visionary



Target Audience	1) Enterprise Developers 2) IT Managers/Admins		
Tone of Voice	Confident, empowering, enthusiastic, visionary		
Brand Pillars	Ease of Use	Developer Choice	Cont. Innovation

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Supporting Examples	<ul style="list-style-type: none"> <li>Familiar to 2M developers</li> <li>Single installation package</li> <li>Installs in minutes</li> </ul>	<ul style="list-style-type: none"> <li>Works with any application, framework, or language</li> <li>Flexibility to use CLI or GUI</li> <li>Integrates with multiple IDEs and dev tools</li> </ul>	<ul style="list-style-type: none"> <li>Application templates from company and community</li> <li>Version packs instantly match local environments</li> <li>App Designer UI improves dev productivity</li> </ul>



Target Audience	1) Enterprise Developers 2) IT Managers/Admins		
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Headline Benefits	Docker Desktop Enterprise makes it easy to get started and build containerized applications	Docker Desktop Enterprise gives developers the freedom to work on their chosen frameworks, stacks and languages	Rapidly and continuously innovate using production-ready application templates

The **process** is more  
valuable than the **product**



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Developer Journey

TECH-PATH

Messaging



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