



Developer Marketing

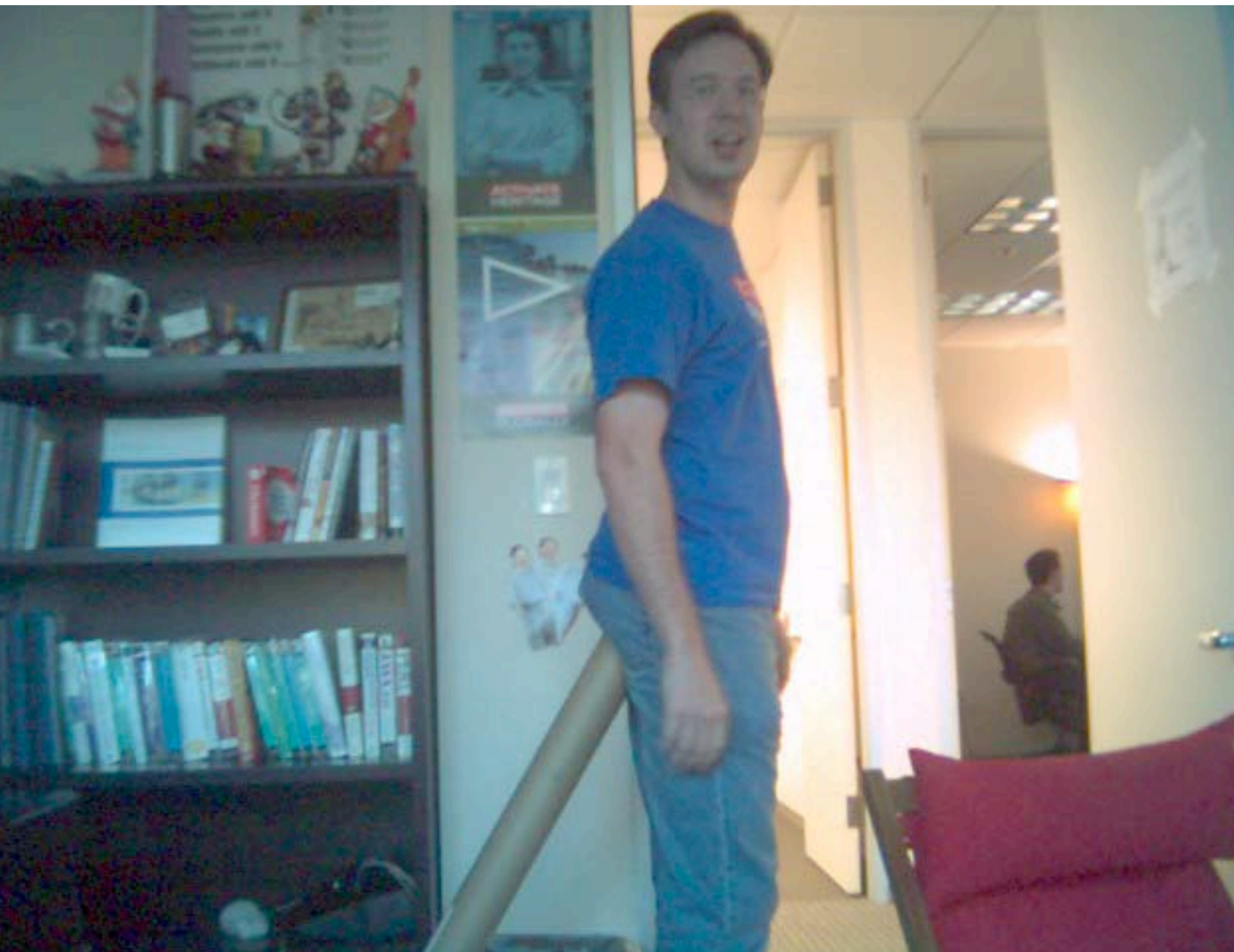
Do's and Don'ts

The Most Important Things



- Developers buy tools because their friends like the tools
- Developers want respect

Who? *-monkeys



- Not managers and VPs (directly, at least)
- “Developers” - the people writing and testing the code

What? Paying for Tools

- Paying for tools & services
- **Free** + works = **easy**
- **Pay** + works = **struggle**



“What’s the last tool you bought?”



...I don't remember...

The Problems

- “Marketing” is developer attention poison
- Boot-strapping word of mouth
- Getting developers to pay **attention**
- Getting developers to **pay for tools**
- Getting developers to **switch, invest time**

Need & Niche

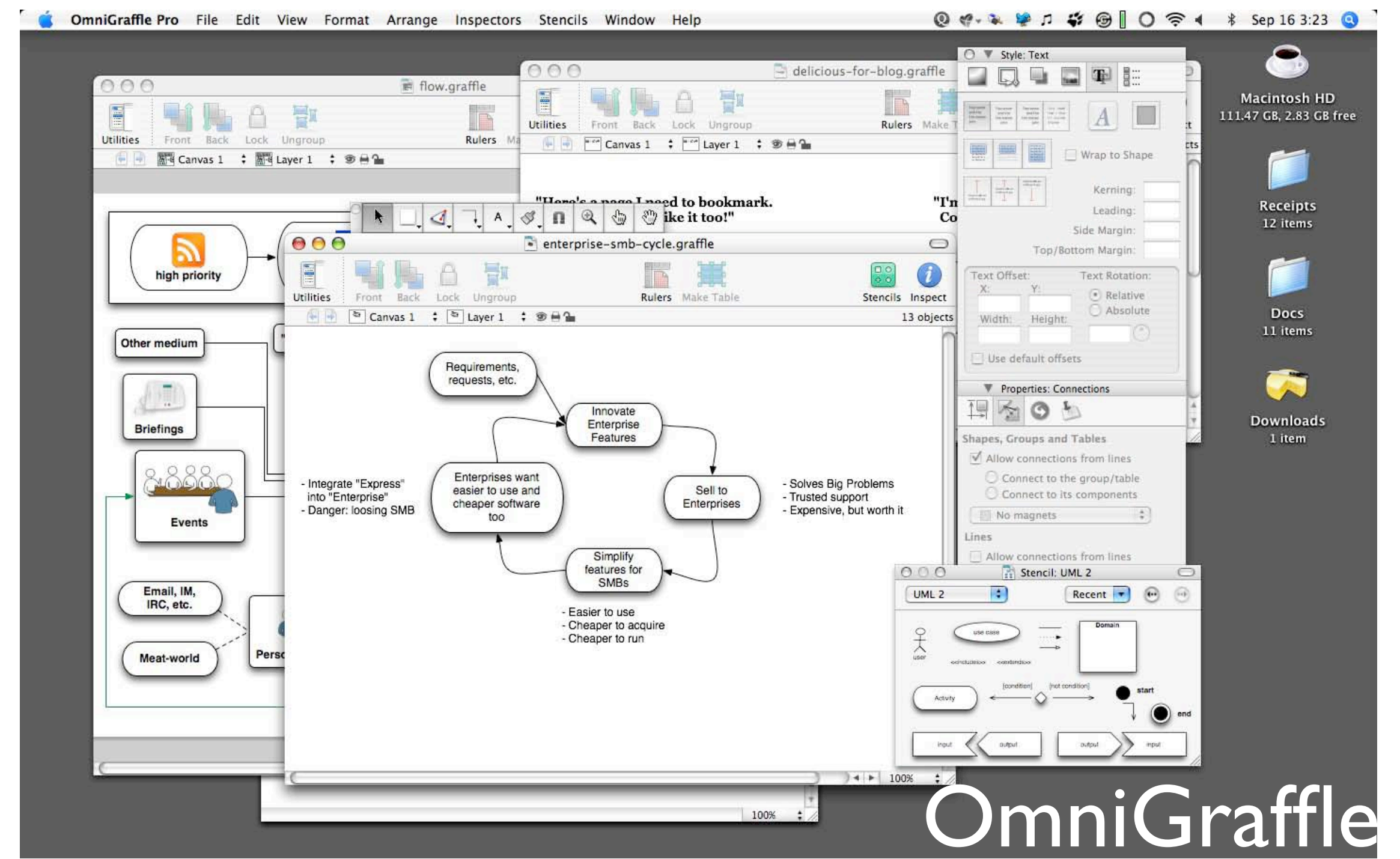
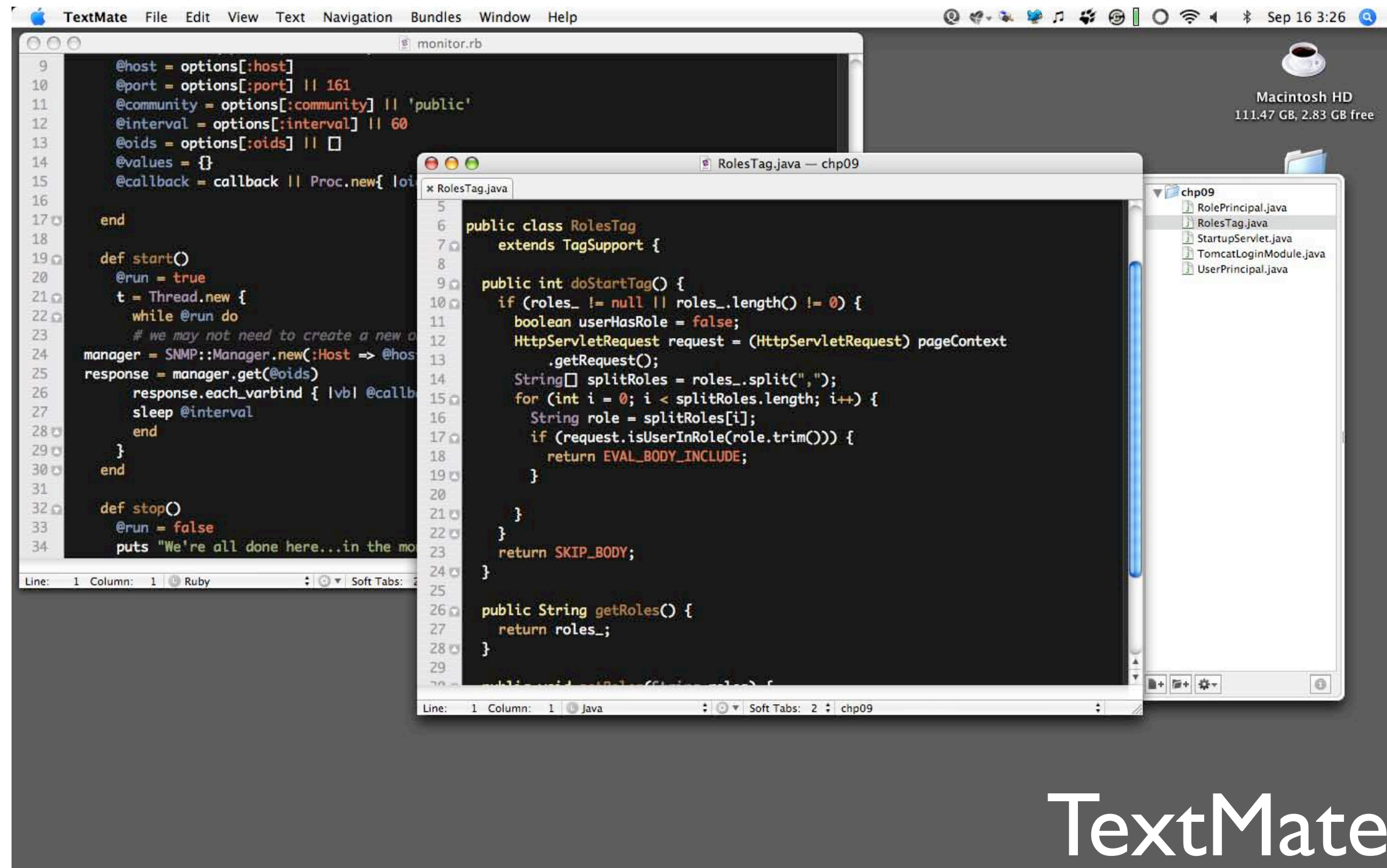
- No alternative available
- No *pretty* alternative available
- Killer feature(s)
- Culture of paying

The ROI Gambit

“The relative cost of these tools in comparison to the amount we make using them makes the cost seem almost irrelevant.”

“If it confers a 1% productivity increase, then even assuming your developers cost \$60K (a pretty bare minimum) then you're *making* \$600/year per developer.”

Example: The Apple Tribe



sales_cycle.code

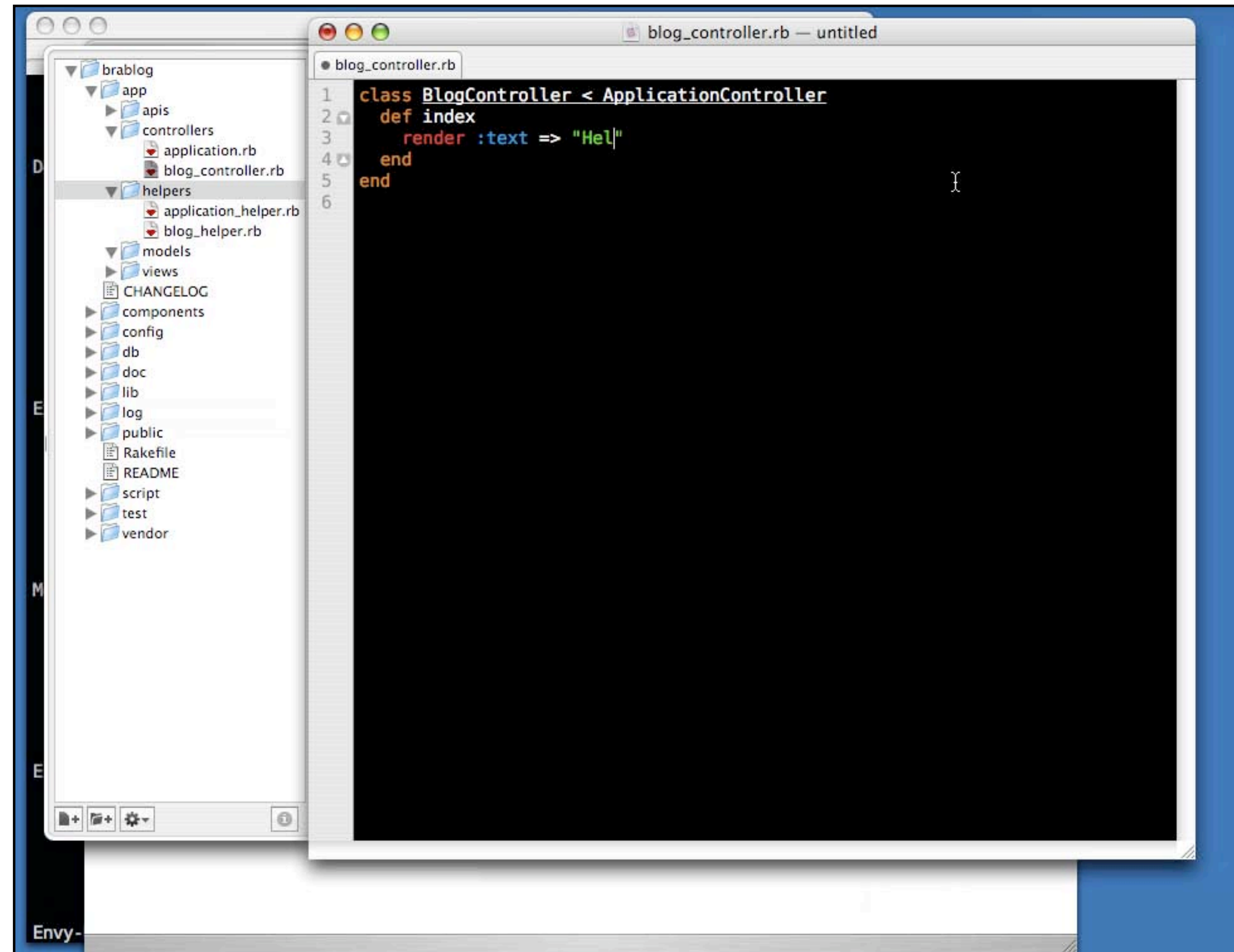
```
10: MARKETERS.get_attention(DEVELOPER);  
20: DEVELOPER.trial(SOFTWARE);  
30: DEVELOPER.buy(SOFTWARE);  
40: MARKETERS.add(DEVELOPER);  
50: GOTO 10;
```

Tools for Getting Attention



Showing with Screencasts

- Screencasts
- Time-shifting
- Webcasts?



The Endless Cocktail Hour



- Moving away from faceless - be informal
- Sell your people, culture, *and then* product
- Blogs, podcasts, forums
- Vampires - Avoid phone calls

Messaging

- Medic - Avoid “you’re broken; we can fix you”
- Boasting - Avoid “we’re better than Brand X”
- Heros - You want the developer to succeed, not (just) the software

barcamps

PRESENTATION IDEAS





Giving Something Away

- Scenerios for test driving - quick & easy
- The more compelling, the more limited it can be
- Virtual images and appliances?
- Vampires - avoid the siren call of lead collection

Getting Input




- Move from “file a feature request”
- Spiceworks’ Spiciness




Community > Help and Support >




 **Feature Requests** 




Vote for the features you like. We build what you ask for.



Sort by: Spiciness | Replies | Last post




   **Spicy Chilis NOT Weak Plus and Minus Boxes**
#Greetings. I would like to see the chillies rather than the bland plus and minus boxes which
Reply by **Myshell (Spiceworks)** 1 day ago to **Feature Requests** (5 replies)

   **CHILI PEPPERS**
"Like the new look, but sure do miss the chilli peppers"
Reply by **Odom InfoTech** 2 days ago to **Feature Requests** (49 replies)

   **IT Helpdesk issues and resolution**
"It would nice to have a module that would provide your IT staff to Log helpdesk calls with
Reply by **DinkLock** 3 days ago to **Feature Requests** (45 replies)

   **Drop down capability for custom fields**
"A nice feature to have would be the ability to create a manual drop-down list for specific
Reply by **Odom InfoTech** 23 days ago to **Feature Requests** (12 replies)

  **Getting the product you want ...**
"Welcome to the Product Feature Requests section of the Spiceworks Desktop. This is
Reply by **sp00k113** 23 days ago to **Feature Requests** (41 replies)

   **Currency Symbol**
"It would be good if the currency symbol would take it's data from Windows regional
Reply by **Francis (Spiceworks)** 81 days ago to **Feature Requests** (1 reply)

Marketing Rewards & Tools

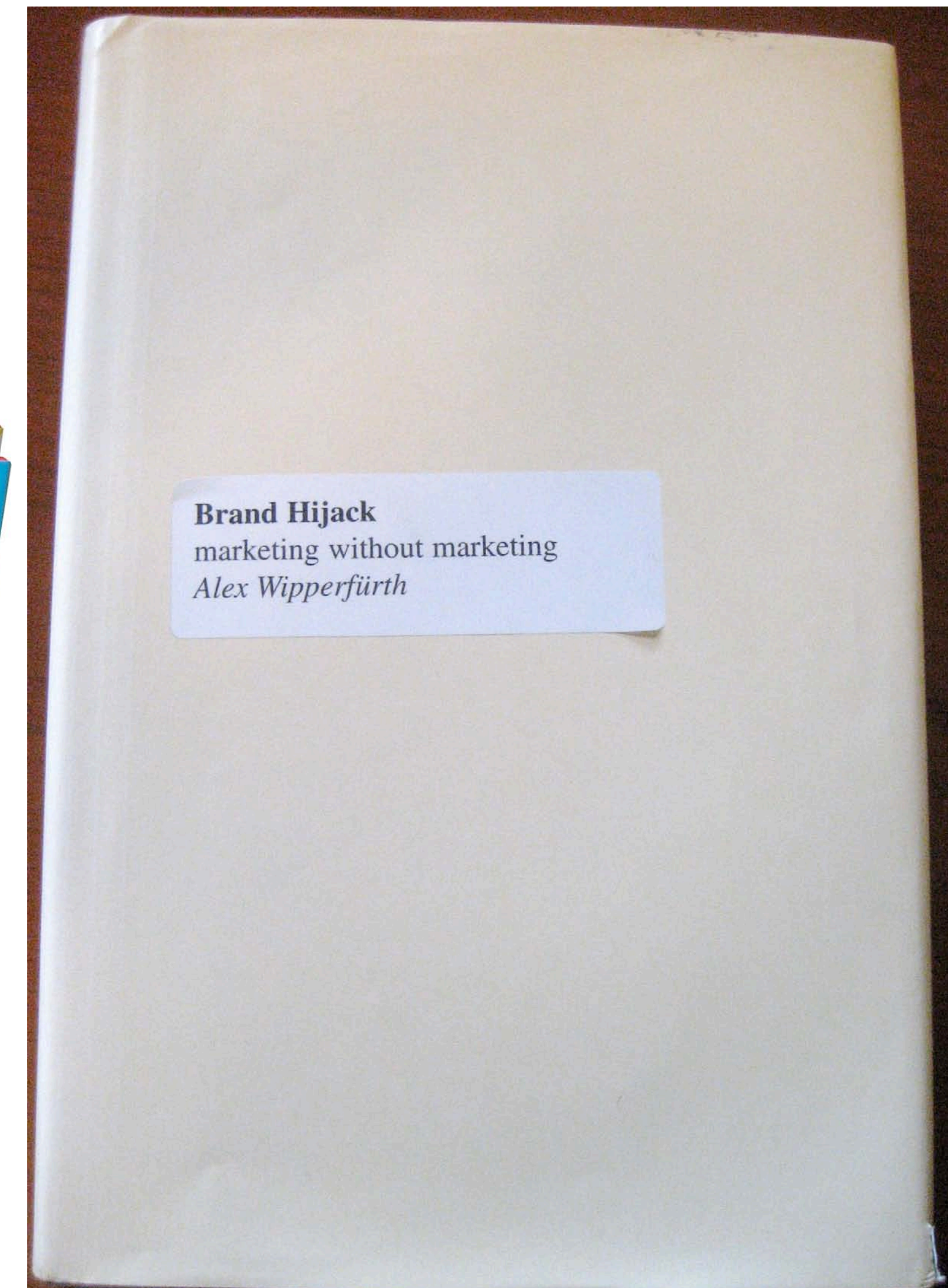
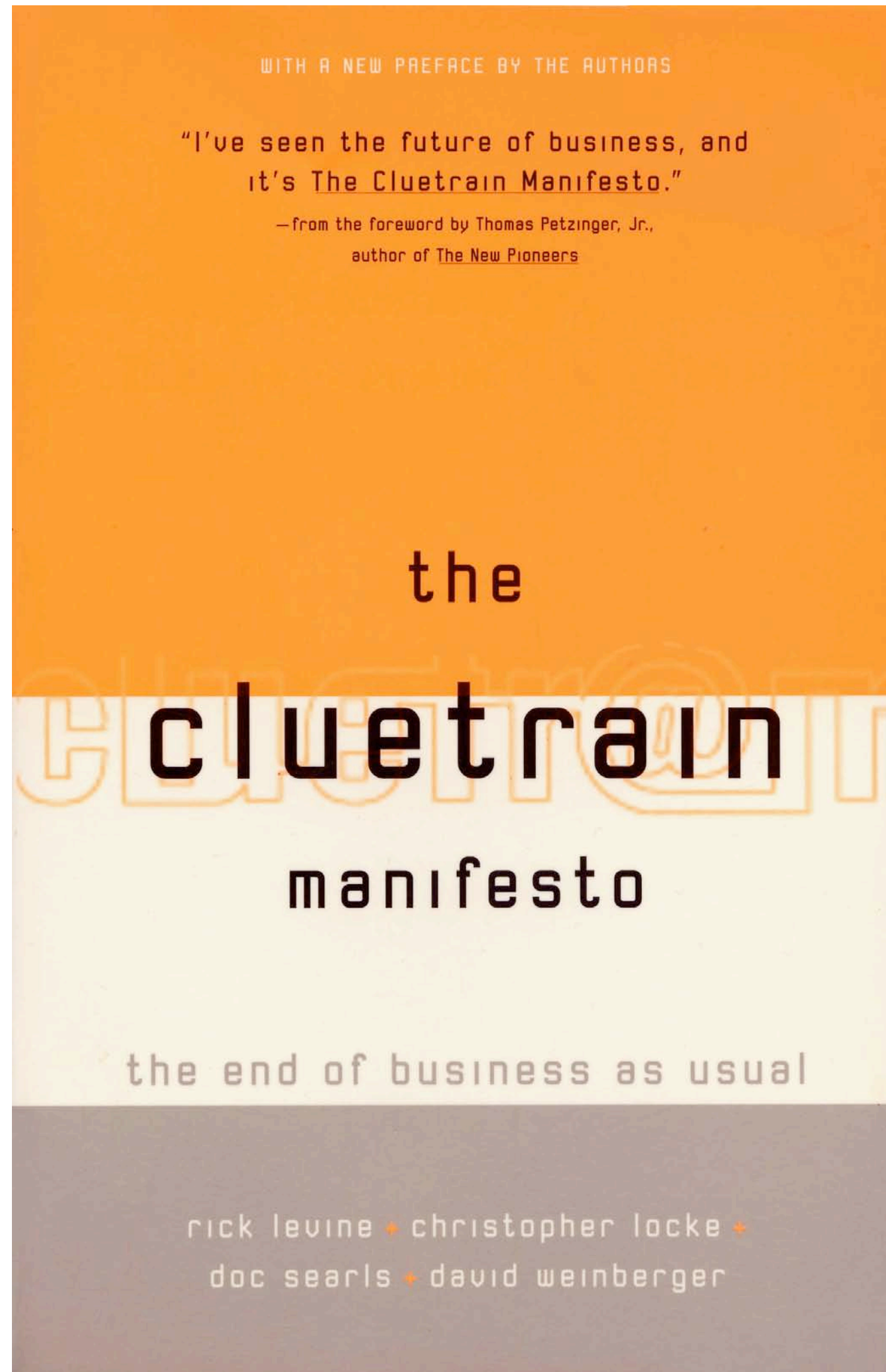
- Driving traffic
- Driving business
- Put them on the (press) referral list
- IRC & Forums

Making Rock-stars

“It is easy to convince your bosses to adopt pay software when you are convinced that you can become a ‘rock star’ executing your ideas. The positive energy that employee-type developers feel when desiring this incentive, is very infectious as well.”

- Identify leaders by participation & innovation
- Points systems
- Book deals
- Conference passes

Other References



Thank you!

License



<http://creativecommons.org/licenses/by-nc-sa/2.5/>

Contact

Michael Coté

cote@redmonk.com

www.PeopleOverProcess.com

512.795.4307



Developer Bullets

- Developers have become nearly immune to traditional marketing
- Developers spend far more time online than they do with print publications
- Developers would rather talk with someone than be talked at by something
- Developers are starting their own mini communities via blogs
- Developers don't just code at the office
- Developers are not content to sit back and wait for updates or news; they can make their own

When? Two Times for Marketing

- Before the sale - collecting the cash
- After the sale - using and loving the tool

Boasting

- Boasting
- Slam videos
- Caustic cultures

Hanger-ons

- Bloggers
- Podcasters
- Analysts
- Press
- Conference organizers
- Book publishers

Credits & Co.

- barcamp board, Blake Burris: <http://www.flickr.com/photos/blake4tx/112919368/>
- Pay Here sign, sparklefish: <http://www.flickr.com/photos/38795936@N00/>
- Apple on Dell, Teresa Sheehan: <http://www.flickr.com/photos/sugarandweedkiller/507065335/>
- Apple under ice, Lazy Lightning: <http://www.flickr.com/photos/drienne/309103224/>
- Apple Laptop, hyku: <http://www.flickr.com/photos/hyku/147770261/>
- Thinking Monkey, JoVivek: <http://www.flickr.com/photos/vijo/1274330941/>
- Cocktails & Napkin, Spine: <http://www.flickr.com/photos/spine/146779420/>