

# 7 Tips to Improve Developer Marketing

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# Today's Agenda

- About Me
- About DZone
- The 7 Tips for Developer Marketing
- Conclusion

# About Me

- Matthew Schmidt
- VP of DZone, one of the largest developer networks on the web
- Software developer
- Developer marketing for the last 7 years



# About DZone

DZone communities deliver over 4 million pages per month to more than 1.7 million software developers, architects, and IT decision makers. DZone offers something for every developer and architect, including news, tutorials, blogs, cheat sheets, feature articles, source code and more.

## **Refcardz**

- FREE Cheat Sheets for developers
- Written by bestselling authors and top experts
- Concise, reliable and up-to-date information about the latest and most popular developer topics
- Over 25 Refcardz are already available at [refcardz.dzone.com](http://refcardz.dzone.com)



# 1. Make developers feel important

- Developers make decisions too
- Not just “code monkeys”
- Integral part of the decision making process
- Always the people evaluating products

## 2. Speak their language

- Press releases = bad idea
- Get someone to talk tech with them
  - Ask them about their projects
  - Find out what languages they're using
- Make sure sales people are knowledgeable

### 3. Align your product with popular projects

- Developers identify with popular projects
- Come well prepared if offering proprietary competitor to OSS
- “Drafting” off that project’s popularity
- Projects often a source of good article ideas

## 4. Be Active Members in the Community

- Reply on forums
- Share your ideas in blogs
- Contribute code snippets
- Participate in open source 😊



## 5. Use developers to market to developers

- Your own developers know your product best
- PR firms are expensive
- PR firms not familiar with underlying tech.
- Share technical articles

## 6. Developers don't like to buy tools

- Always, always give a free trial (60,90 days)
- Can you sell more at \$40 than at \$600?
- An open source version, even if its poor, can win out

# 7. Developers dislike the phone

- Developers tend to be uncomfortable in person
- Don't immediately jump from lead to call
- Send them a welcome email, follow-up emails
- Offer to chat via IM
- Finally, move to phone to close the deal

# Conclusion

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2. Speak their language
3. Align your product with popular projects
4. Be active members in the community
5. Use developers to market to developers
6. Developers don't like to buy things
7. Developers dislike the phone