Marketing to Developers

Summarized from replies to a [Twitter Thread](#)

Trust

- Word of mouth - from trusted people
- Honesty, no hype
- Testimonials from content creators or on hacker news
- Reddit recommendations
- Exhibit tech expertise to build trust

Pricing

- Simple, clear and public pricing
- No *contact us for a quote*
- No *book a demo*
- Trials without a credit card
- Generous Free Tier for personal use
- Free cloud sandbox
- Free community edition

Execution

- Open-source
- Easy Install
- See value (or something cool) within a minute!
- Friction-free flow
  - One-click downloads
  - No login or email for trial
  - Great getting-started experience
- Easy to try, delightful to use

Content

- Simple language and explanations
- No techno-babble or latest-tech-hotness aka No marketing-speak
- No stock photos
- Great Screenshots
- Tutorials that show HOW, not what
- Case studies with details
- You don't feel you're being marketed or sold to, but when you're being helped, educated, and empowered.
- Teach me how to build amazing things
- Videos, social media posts - what users can learn and apply
- Good docs and API/Integration Examples
- Good Technical Content including Bug reports
- Content that takes you from unaware ⇒ problem aware ⇒ solution aware - using (live) demos
- GIF demos in a 3x3 matrix
- Short, high-speed video demos on Twitter
- Top SEO results with good content
- Ability to verify use-case-fit

Misc

- DevRel engagement
- Swag/Tees/Socks!

Summarized by srivatsp.com