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developer marketing best practices

Are you following these developer marketing best practices when creating your marketing plan?

1 — Effective messaging and communication
Developers are factual, tech-minded, and respond to straightforward language. Create personas to help you target your audience more efficiently.

2 — Make use of open source
Opening your code to the world helps you get feedback to improve it, and can raise awareness of your product.

3 — Incorporate feedback
Use it every step of the way to improve the quality of your offerings.

4 — Be available
Answer questions timely, go straight to the point, and keep a comms channel open.

5 — Learn API basics
And coding in general if you don't have a technical background. Developers listen to people who know their stuff.

6 — Find out if there's a need for your product
Know what developers want before committing to a product that turns out to be a dud, and save time, money, and effort.

7 — Remove access barriers
Make it easy for devs to find and use your product so they don't have to exert a ton of effort to install your software or sign up for a free trial.

8 — Choose education, not "the sell"
Devs dislike disingenuous interactions, so opt for an authentic approach that focuses on educating, not selling.

9 — Offer freebies
Free stuff draws more attention to your product and boosts the chance of developers trying it out.

10 — Provide a hands-on experience
Devs enjoy tinkering, so give them what they need for a hands-on experience instead of trying the hard sell.

11 — Focus on community
Developer communities help you get support for your product, feedback, beta testers, advocates, etc.

12 — Add value to developers
Everything you do must add value to developers, from your product and its features to documentation and tutorials.