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BUILDING A 1ST YEAR DEVREL PROGRAM

DevRel / Asia

WHO AM I

FIDEL +

+

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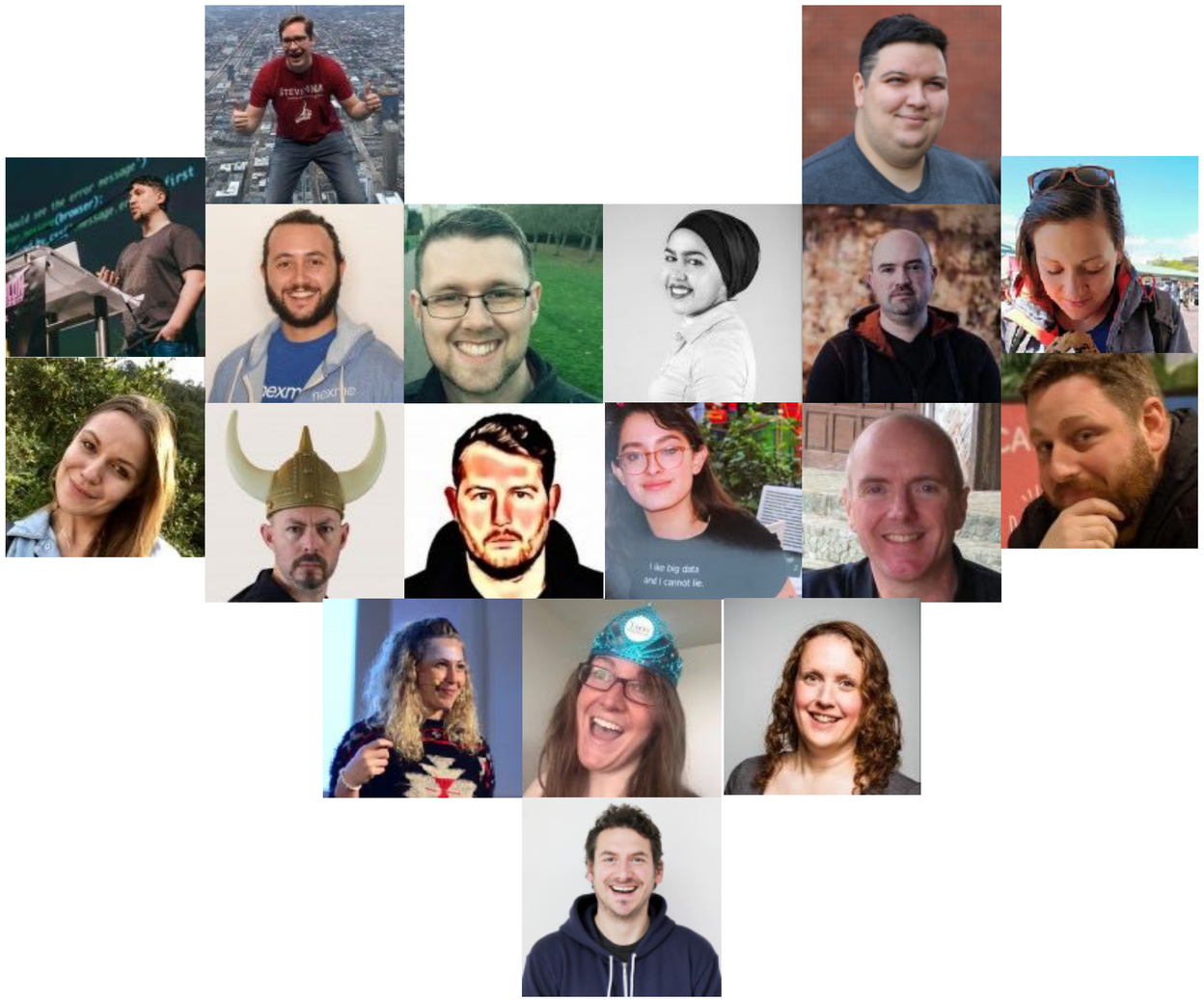
WHO AM I



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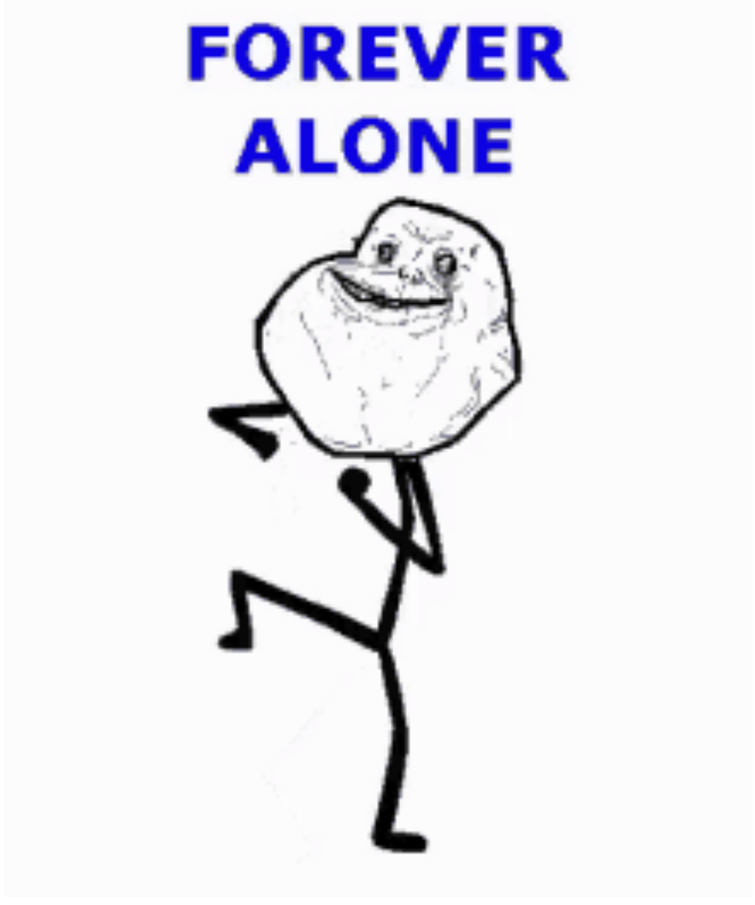
WHO AM I



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MODELS, MODELS, MODELS EVERYWHERE

AAARRRP

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AAARRRP

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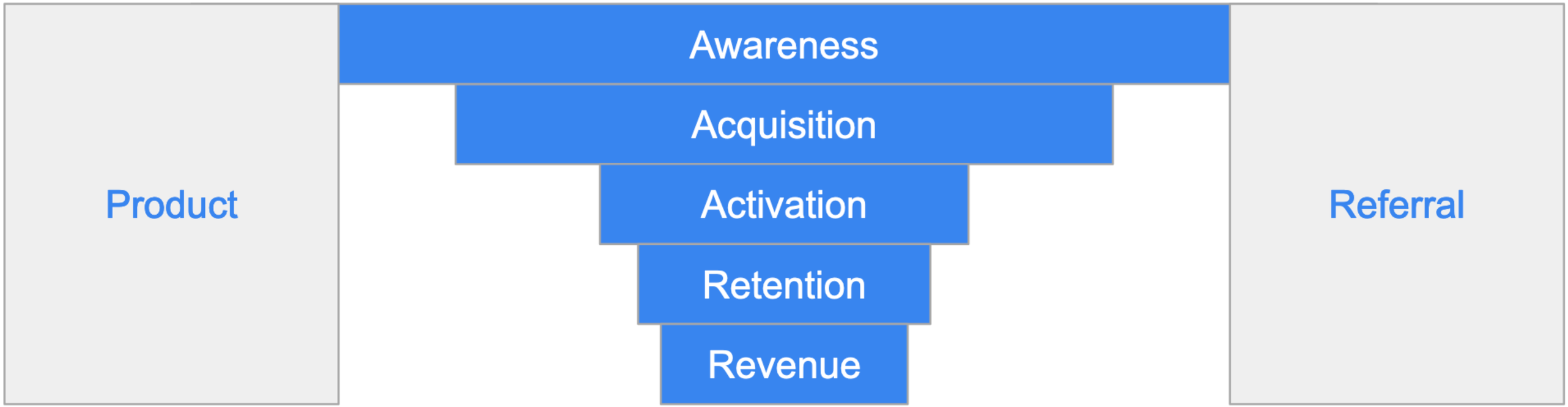
AAARRRP

- Awareness
- Acquisition
- Activation
- Retention
- Revenue
- Referral
- Product

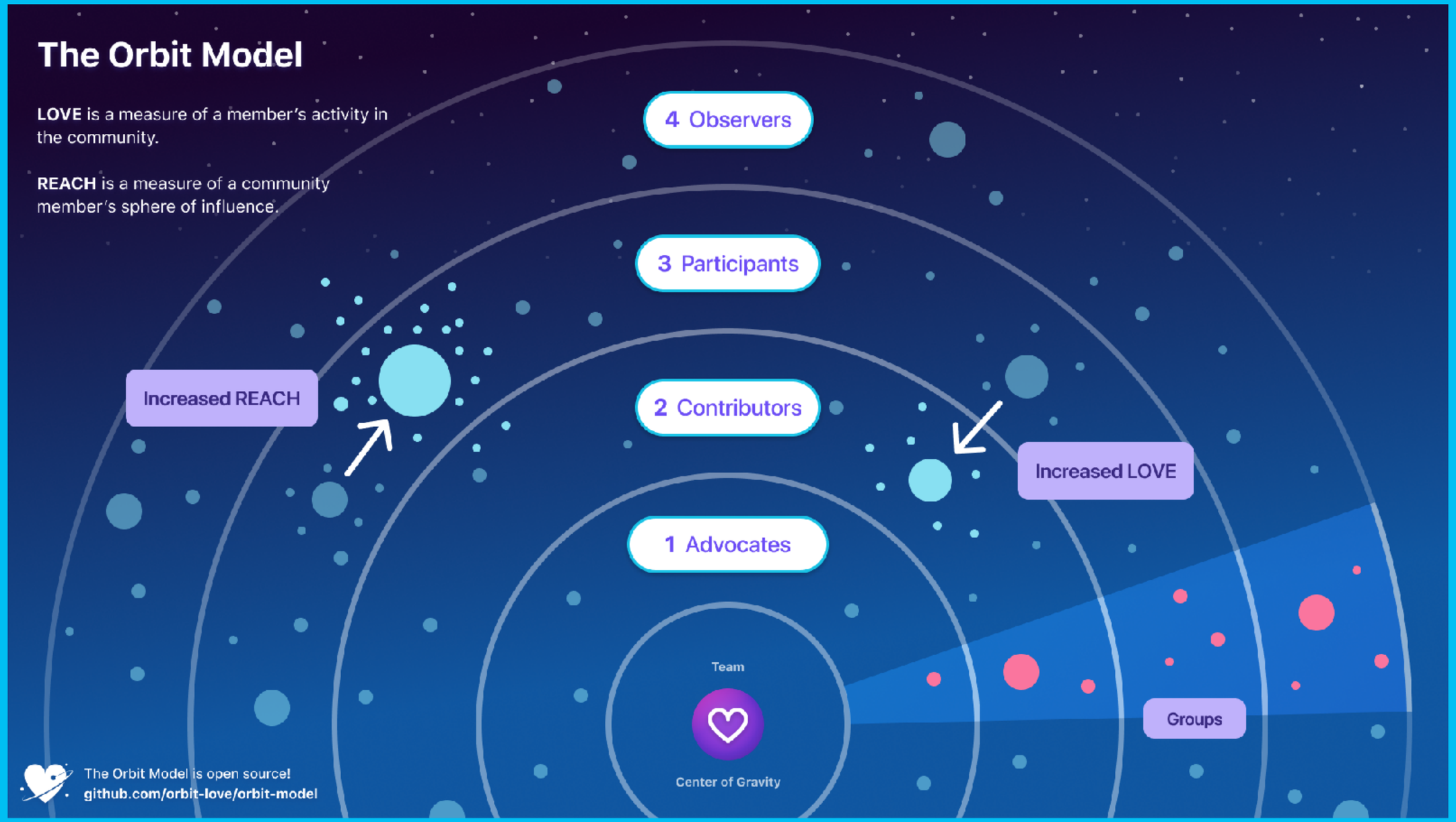
AAARRRP

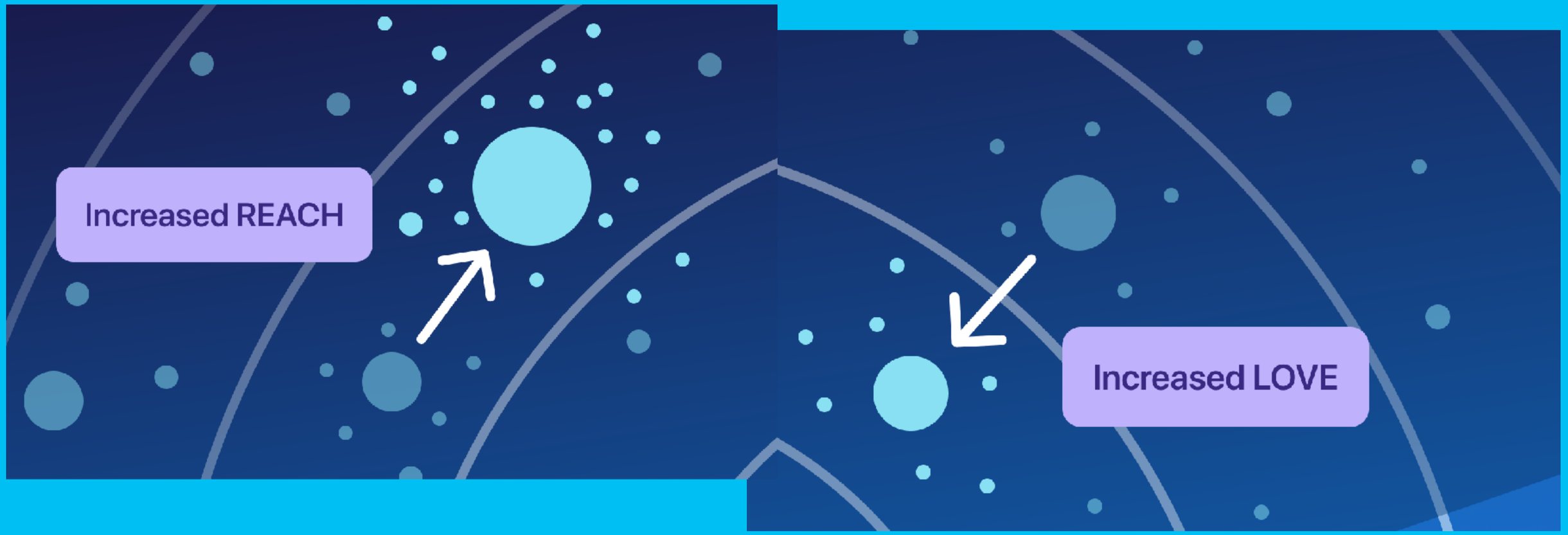
AWARENESS
ACQUISITION
ACTIVATION
RETENTION
REVENUE
REFERRAL
PRODUCT

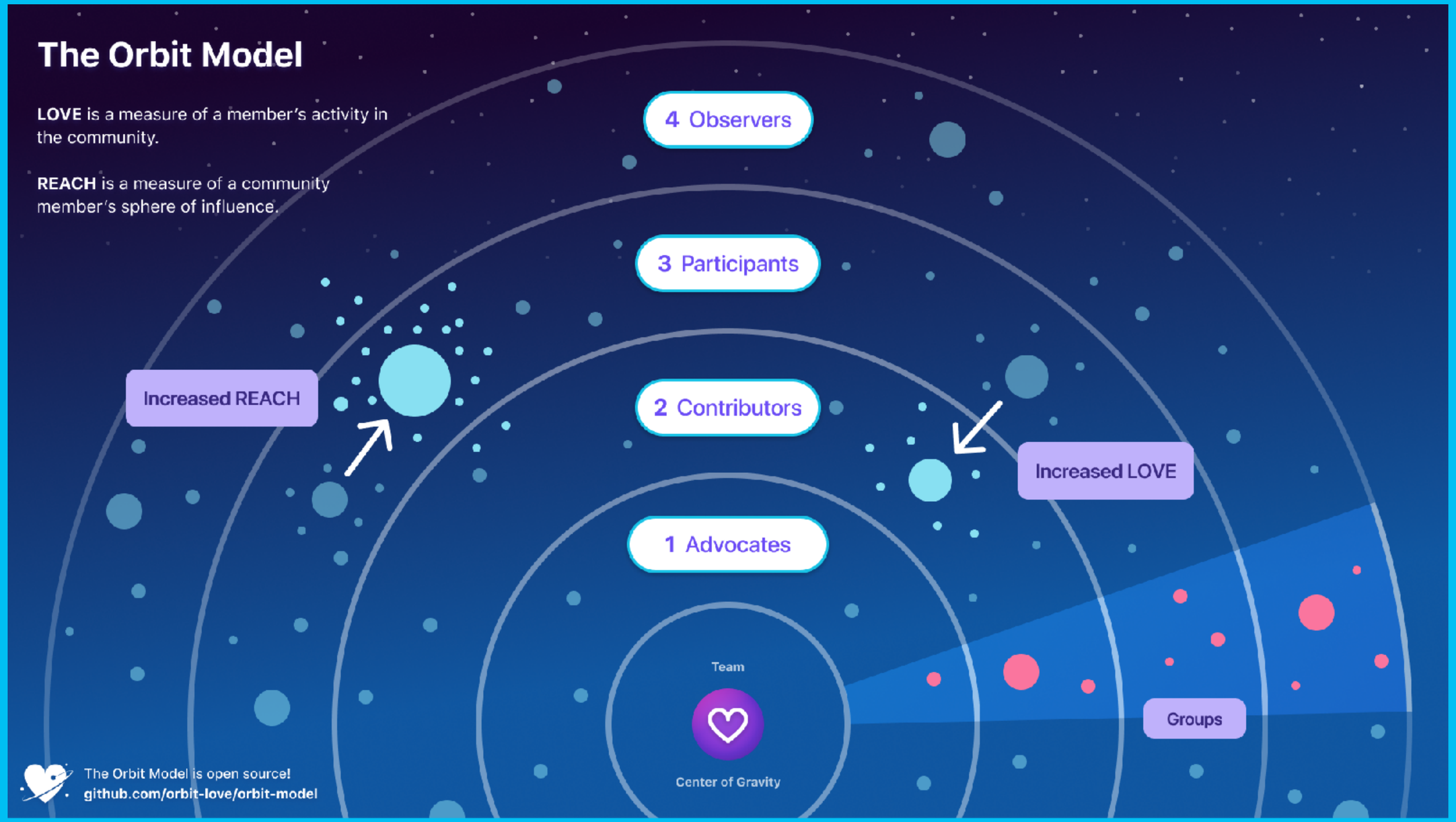
AAARRRP


Product
Awareness
Acquisition
Activation
Retention
Revenue
Referral

ORBIT


The Orbit Model
LOVE is a measure of a member's activity in the community.
REACH is a measure of a community member's sphere of influence.
4 Observers
3 Participants
2 Contributors
1 Advocates
Increased REACH
Increased LOVE
Team
Center of Gravity
Groups
The Orbit Model is open source!
github.com/orbit-love/orbit-model


Increased REACH
Increased LOVE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AAARRRP

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AARP

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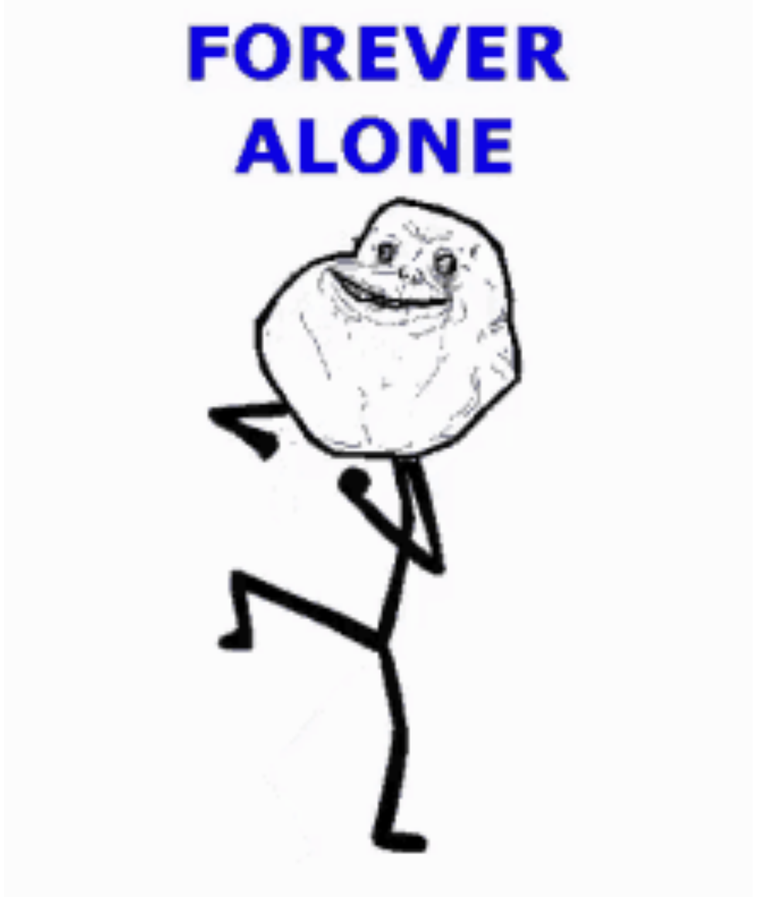
- Awareness
- Acquisition
- Referral
- Product

AARP

- Writing Documentation (Acquisition, Product)
- Blog posts (Awareness, Acquisition, Referral)
- Events (Awareness)
- Talks (Awareness, Referral, Product)
- Support (Referral, Product)
- Community Forum (Referral, Product)
- Feedback (Product)
- Recruitment (Awareness)

AARP



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- Engineers - Writing Documentation
- Everyone - Blog posts
- Marketing - Events
- Sales - Talks
- Everyone - Support
- Support - Community Forum
- Product - Feedback
- HR - Recruitment

DEVREL CULTURE

- Engineers - Writing Documentation
- Everyone - Blog posts
- Marketing - Events
- Sales - Talks
- Everyone - Support
- Support - Community Forum
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- HR - Recruitment

WHAT'S NEXT

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AARP 👉 AAARP 👉 AAARRRP 👉 ORBIT

CULTURE

THANK YOU

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