

**Explain the value of  
DevRel by Writing  
Narratives**



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# Agenda

- 1. Why Explain the Value of DevRel?**
- 2. What is a written narrative?**
- 3. Examples**

# 1) Why explain the value of DevRel?

# DevRel is:



**DevRel is:  
Not well  
understood**

**DevRel is:  
very complex**

DevRel is:  
**Difficult to  
measure**

# Metrics

# Metrics

# Metrics

**But do those  
matter?**

# Budget

**Grow  
(or maintain)  
your team**

# 2) Written Narratives

**tell a story.**

**Explain the  
impact.**

**Use facts and  
data.**

# Be concise.

**Put details in  
hyperlinks.**

# 3) Examples

"Technical  
Docs"

*We made the Getting  
Started page easier to  
understand.*

*The examples now focus  
on connecting to our API.*

*The updated page has  
increased signups by  
22%.*

*The updated page has  
reduced support tickets  
by 17%.*

"Monthly  
Meetup"

*We grew attendance at  
the monthly meetup with  
a social media campaign.*

**This month's meetup had  
100 attendees from 200  
registrations.**

*There were 50 more  
attendees than last  
month.*

*There were 75 more  
registrations than last  
month.*

# Summary

**tell a story.**

**Explain the  
impact.**

**Use facts and  
data.**

# Be concise.

**Put details in  
hyperlinks.**



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thank you!