

Sygma DevRel - Community Building Task

Objective:

As a DevRel, you need to create brand awareness and user acquisition for Sygma. There are multiple ways to do this - organic, paid and partnerships. Currently, we rely primarily on partnerships and organic channels which include discord, twitter, website, YouTube and LinkedIn.

Task:

Design a community oriented top of funnel marketing campaign that will enable you to drive user acquisition using primarily organic channels and partnerships. For this task, you can either choose our current organic channels or propose a new one. Please clearly explain your assumptions and your process.

How would you start, execute and measure the success of such a campaign? Please identify your primary audience and KPIs. Additionally explain how you would ensure that user acquisition happens and we can work collaboratively with other departments to ensure successful lead hand off and nurture.

If you do need additional resources please clearly outline them and explain your thought process.

Submission Guidelines

Please prepare a presentation outlining your process and assumptions.

You would be assessed on the clarity of your presentation, not the design.