

# > Developer Marketing Cheat Sheet

## Role & Responsibilities

### Developer Audience & Market Insight

- Developer workflow research
- Competitive + ecosystem intelligence
- Community monitoring (GitHub, Reddit, Discord)
- Search intent + documentation analytics
- Developer persona + segmentation
- Voice of Developer (VoD)

### Strategic Foundations

- Developer value pillars
- Technical positioning
- Buyer vs user definition
- Use case + integration mapping
- Developer-focused GTM strategy
- Technical POV development

### Messaging & Technical Narrative

- Developer messaging frameworks
- Architecture + workflow explanations
- Technical landing page copy
- Migration + comparison content
- Diagrams + system breakdowns
- Message validation with developers

### Activation & Adoption

- Tutorials, quickstarts, examples
- Starter templates + repos
- Onboarding optimization
- Documentation alignment
- Developer campaign support
- Feature + integration adoption paths

### Ecosystem, Community & Growth

- Community engagement
- Integration + partner ecosystem support
- Agency + consultant enablement
- Developer feedback loops
- Sales engineering alignment
- Internal technical enablement

## Tech Stack

### IDE & Development Workflow

- Cursor — main workspace, fast iteration
- Claude Code — debugging + large-scale reasoning
- GitHub — version control + collaboration
- Supabase — quick databases + APIs
- Vercel / Netlify — deployments
- Warp — terminal

### AI & Research Tools

- ChatGPT — projects, connectors, early research
- Gemini — search, visual references
- Perplexity — landscape + competitive insight
- Common Room — community signal
- Reddit / Discord / X — developer insight

### Design & Systems Thinking

- Figma — layout + prototyping
- Excalidraw — whiteboarding + flow sketching
- ChatGPT (Mermaid) — diagram starting points

### Content & Documentation

- Notion — writing, drafts, specs, ideas
- GitHub — examples, starters, templates
- Loom — walkthroughs, feedback, SME capture
- Airtable — content + project tracking

### Marketing & SEO Stack

- Ahrefs — competitive + keyword research
- SurferSEO — on-page structure
- Google Keyword Planner — automation + research workflows
- Buffer — social distribution

### Analytics & Reporting

- PostHog — web + activation analytics
- FullStory — journey + behavioral insight
- Looker — cross-team analysis
- Sigma — lead → pipeline reporting
- GA4 / Plausible — traffic + content performance

### Enablement & Sales Alignment

- Gong — customer calls + theme detection
- WorkRamp — internal education
- Figma Slides — decks + presentations
- Arcade — product demos

### Collaboration Stack

- Notion — async writing + collaboration
- Slack — communication + save-for-later workflow
- Loom — async explanations
- Airtable — structured project ops

## KPIs & Metrics

### ACQUISITION

- Developer acquisition
- High-intent traffic
- Docs entry rate
- Content-driven discovery

### ACTIVATION

- Activation rate
- Time to first action
- Content → usage conversion
- Documentation engagement

### LEAD GENERATION

- SQLs from developer paths
- Lead quality from technical channels
- Trial-to-SQL conversion
- Pipeline influenced by developer touchpoints

## Content & Distribution

### CONTENT TYPES

- Technical blog posts
- API documentation
- Video tutorials & demos
- Code samples & templates
- Interactive playgrounds
- Developer guides & quickstarts
- Case studies
- Changelog announcements

### DISTRIBUTION CHANNELS

- Dev.to & Hashnode
- GitHub Discussions
- Stack Overflow
- Reddit (r/programming, r/webdev)
- Hacker News
- Twitter/X (Tech Twitter)
- YouTube & Twitch
- Developer newsletters

## People to Follow

### Hank Taylor

@theHankTaylor

### Morgane Palomares

LinkedIn

### James Hawkins

@james406

### Cecilia Stallsmith

LinkedIn

### Lee Robinson

@leerob

### Jack Bridger

@jacksbridger

## Resources

### Developer-Led Links Repository

[github.com/developer-led/links](https://github.com/developer-led/links)

### Developer Marketing Slack Channel

[marketingto.dev/](https://marketingto.dev/)

### Developer Marketing Budget

[posthog.com/founders/actual-marketing-budget](https://posthog.com/founders/actual-marketing-budget)

### Developer Roadmaps

[roadmap.sh/roadmaps](https://roadmap.sh/roadmaps)