

THE GOOD
THE BAD
AND THE UGLY

of

Developer Advocacy

@arungupta
 Couchbase

Developer Advocate

Developer Evangelist

Developer Programs

Technology Evangelist

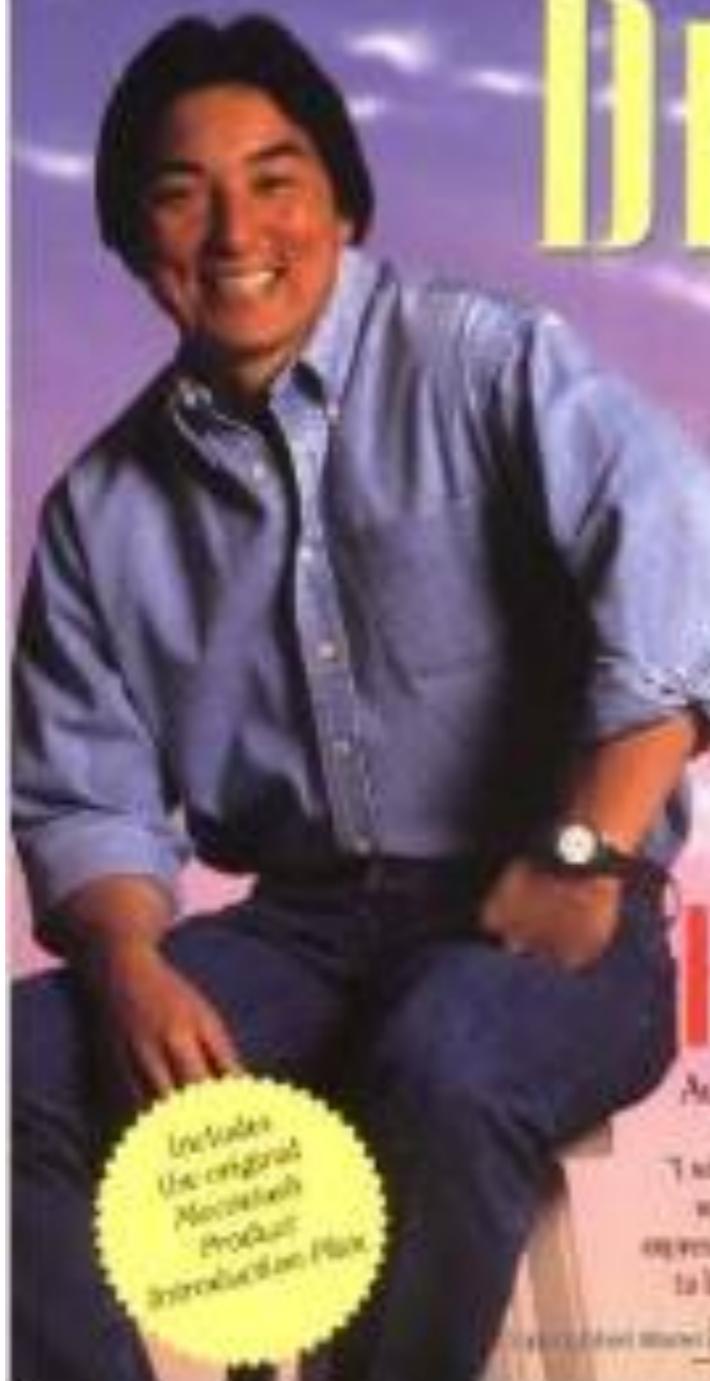
Platform Evangelist

Developer Relations



NATIONAL BESTSELLER

SELLING THE DREAM



How to Promote
Your Product,
Company, or Ideas—
and
Make a Difference—
Using
Everyday Evangelism

GUY
Kawasaki

Author of *The Macintosh Way*

"I wish we had the benefit of this book when we started Apple and NeXT. Guy clearly expresses what it took so many years of mistakes to learn. I would have paid many times the cover price to read it ten years ago."
—Steve Jobs, chairman and CEO, Pixar

Developer Advocates are ...



Developer Advocates are ...



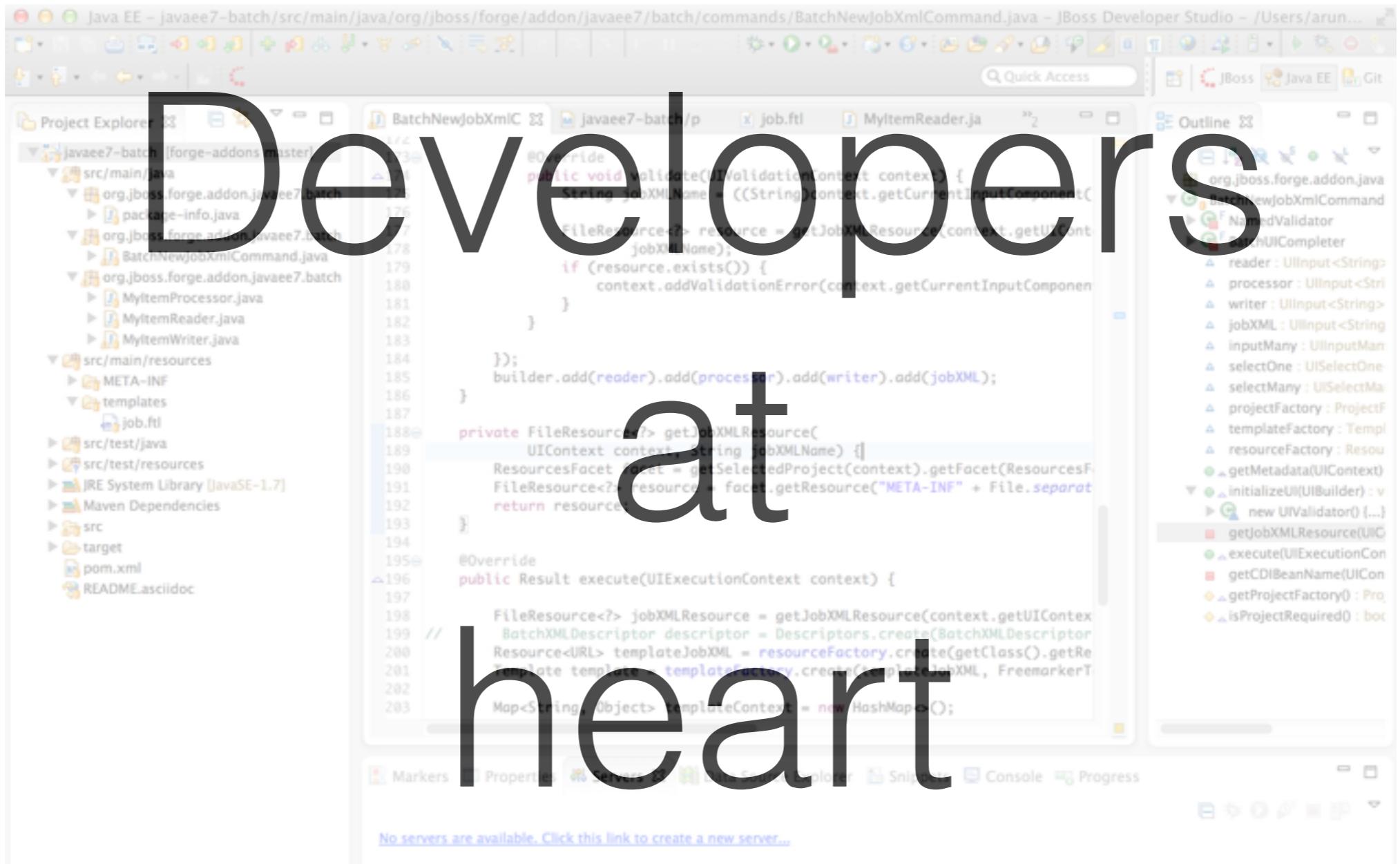
Developer Advocates are ...



Developer Advocates are ...



Developer Advocates are ...





THE GOOD

MileagePlus® Summary

Welcome, Arun!

Account Number:

PREMIER
1K
MEMBER

Summary Activity Statement Flights

Mileage balance:

Mileage expiration:

Sun., Apr 30, 2017

MileagePlus® status:

Premier 1K

Million Miler level:

1 Million Miler

Star Alliance™ status:

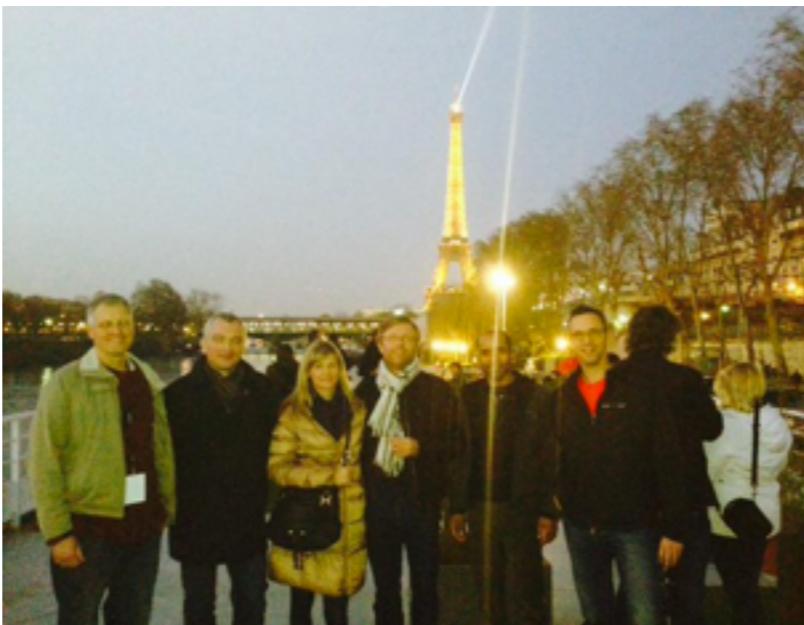
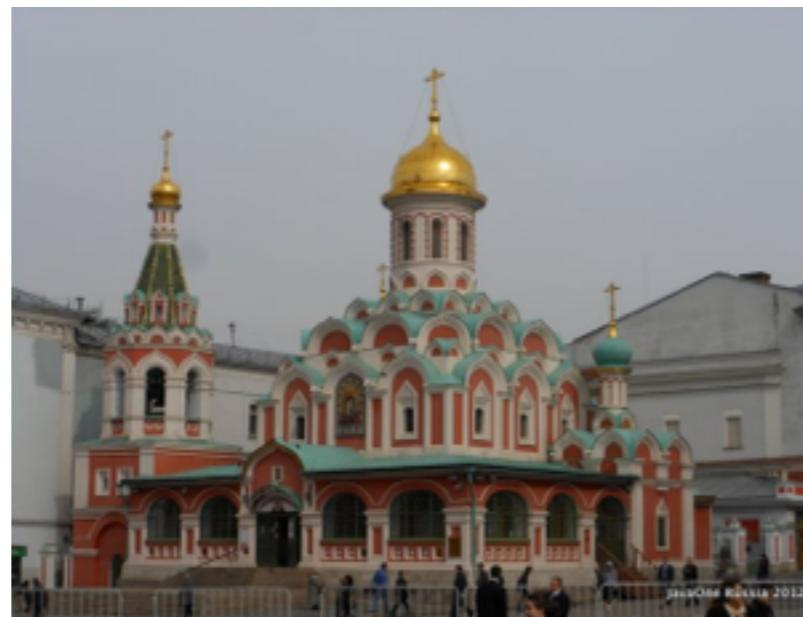
Gold

**1 MILLION
MILER**





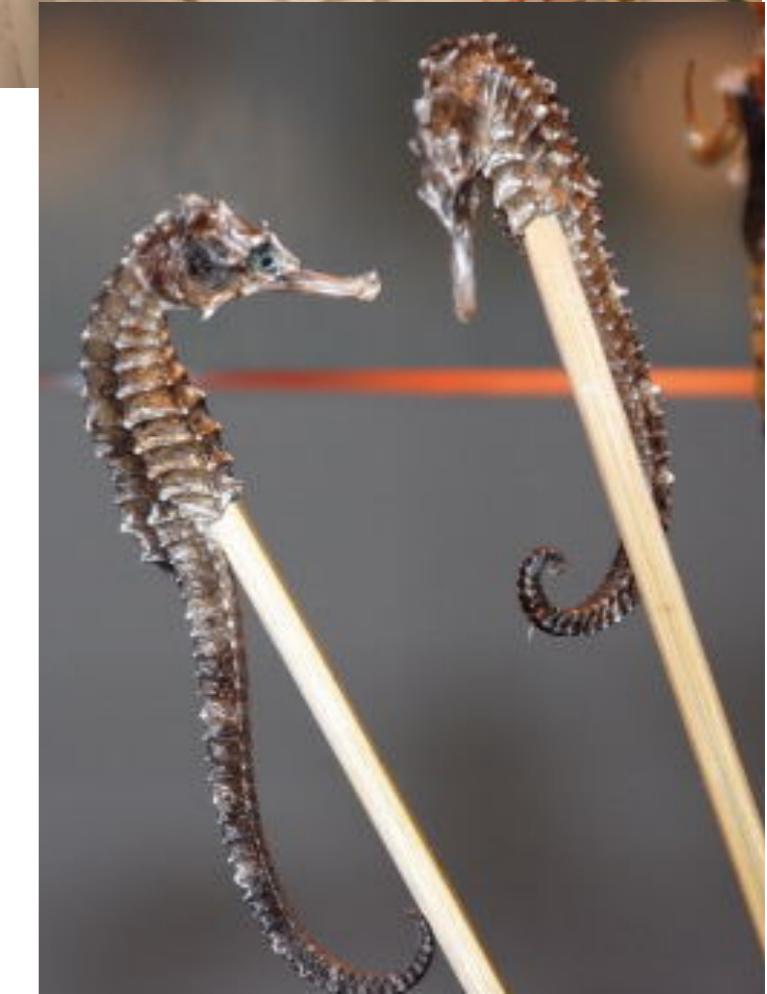
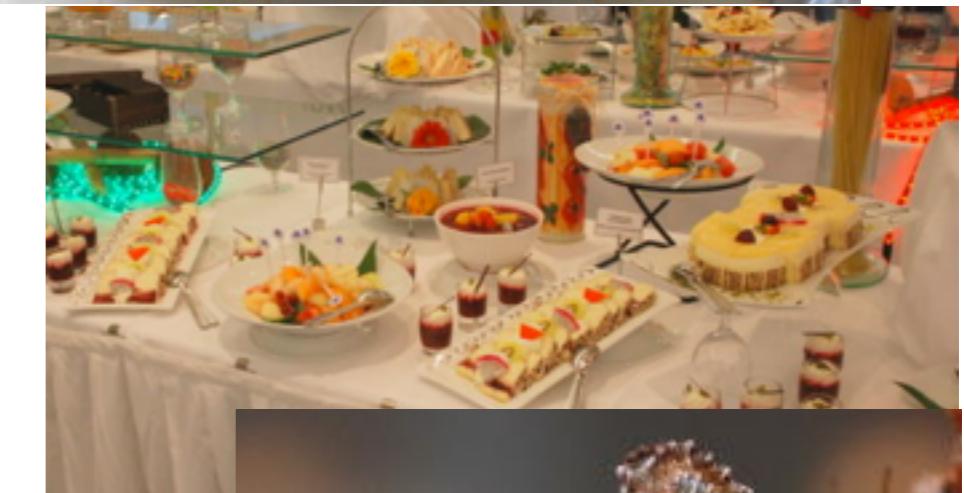
THE GOOD



THE GOOD



Sun Tech Days Singa



THE GOOD



THE GOOD



THE GOOD



Scala



ORACLE®
D A T A B A S E



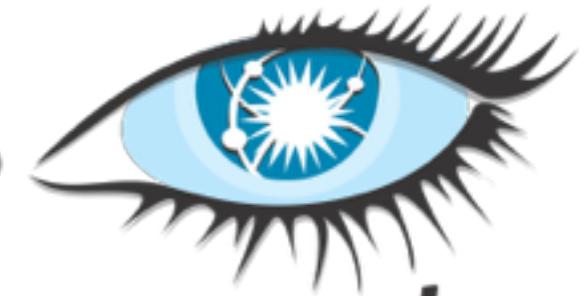
PostgreSQL



redis



Couchbase



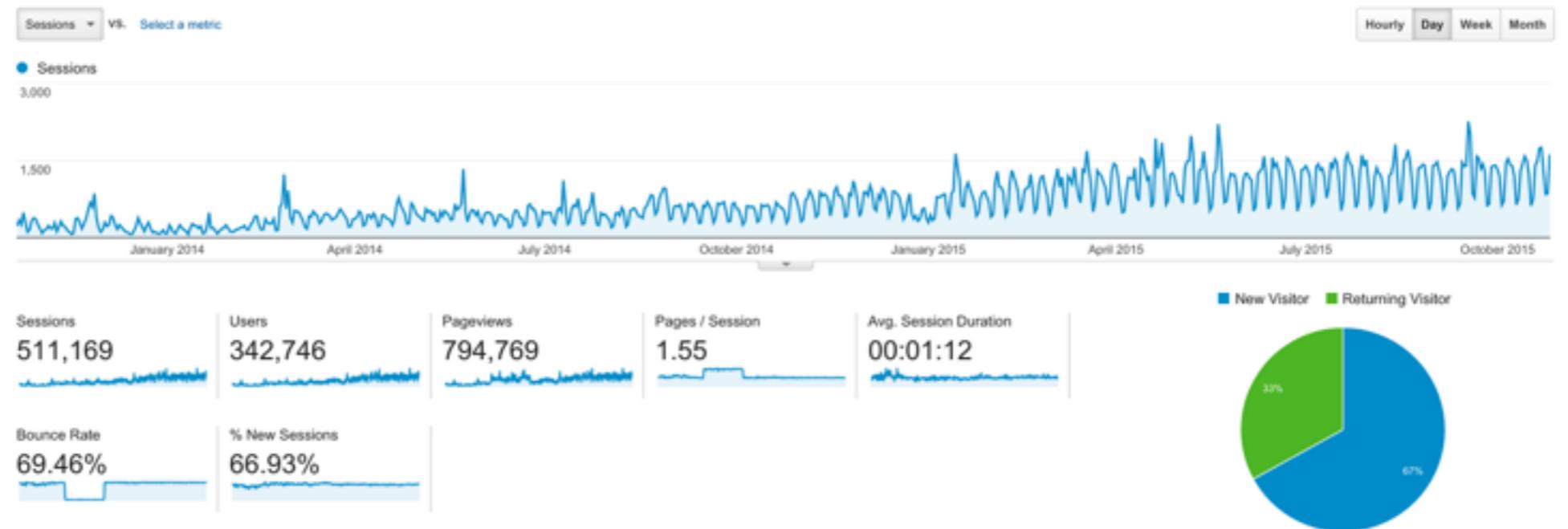
cassandra



THE BAD



THE BAD



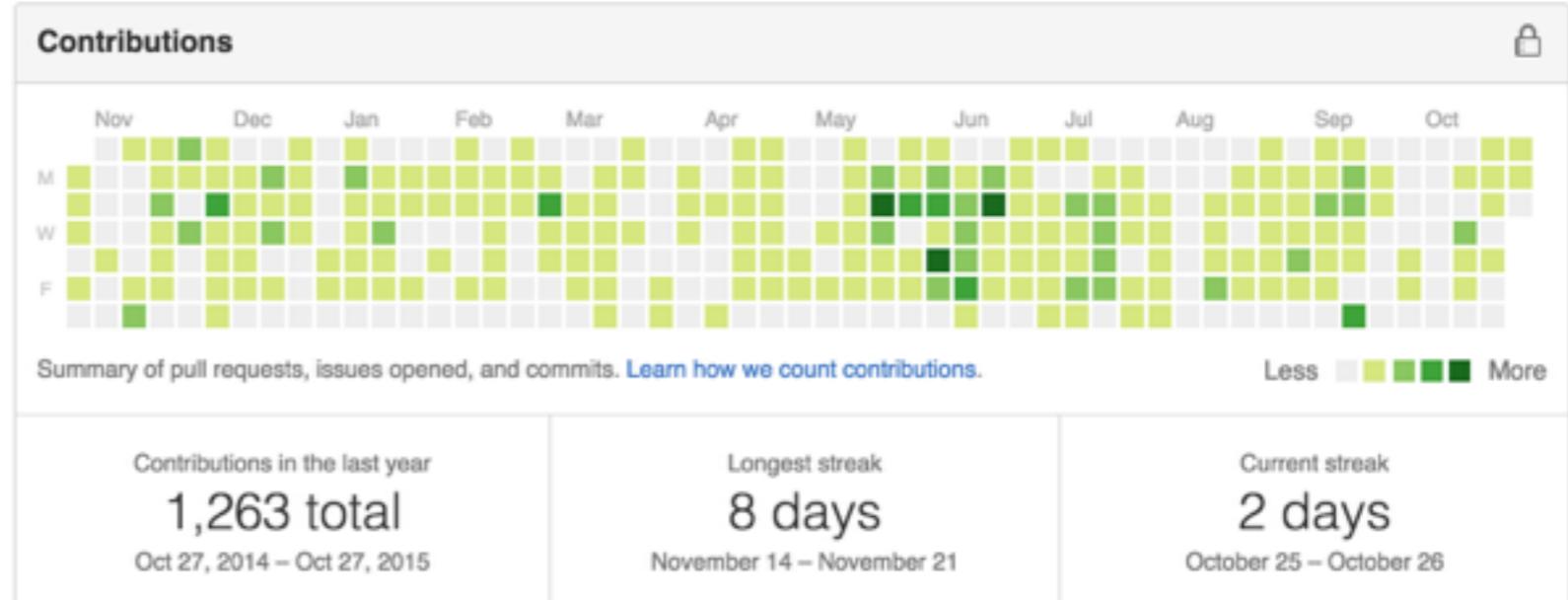
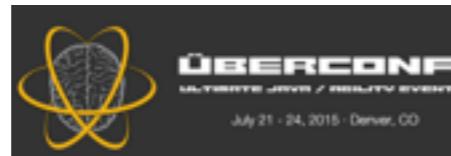
TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
27.6K	138	17.7K	1,604	13



Your Tweets earned 1.4M impressions over this 89 day period



THE BAD



THE UGLY





Couchbase is Hiring!

