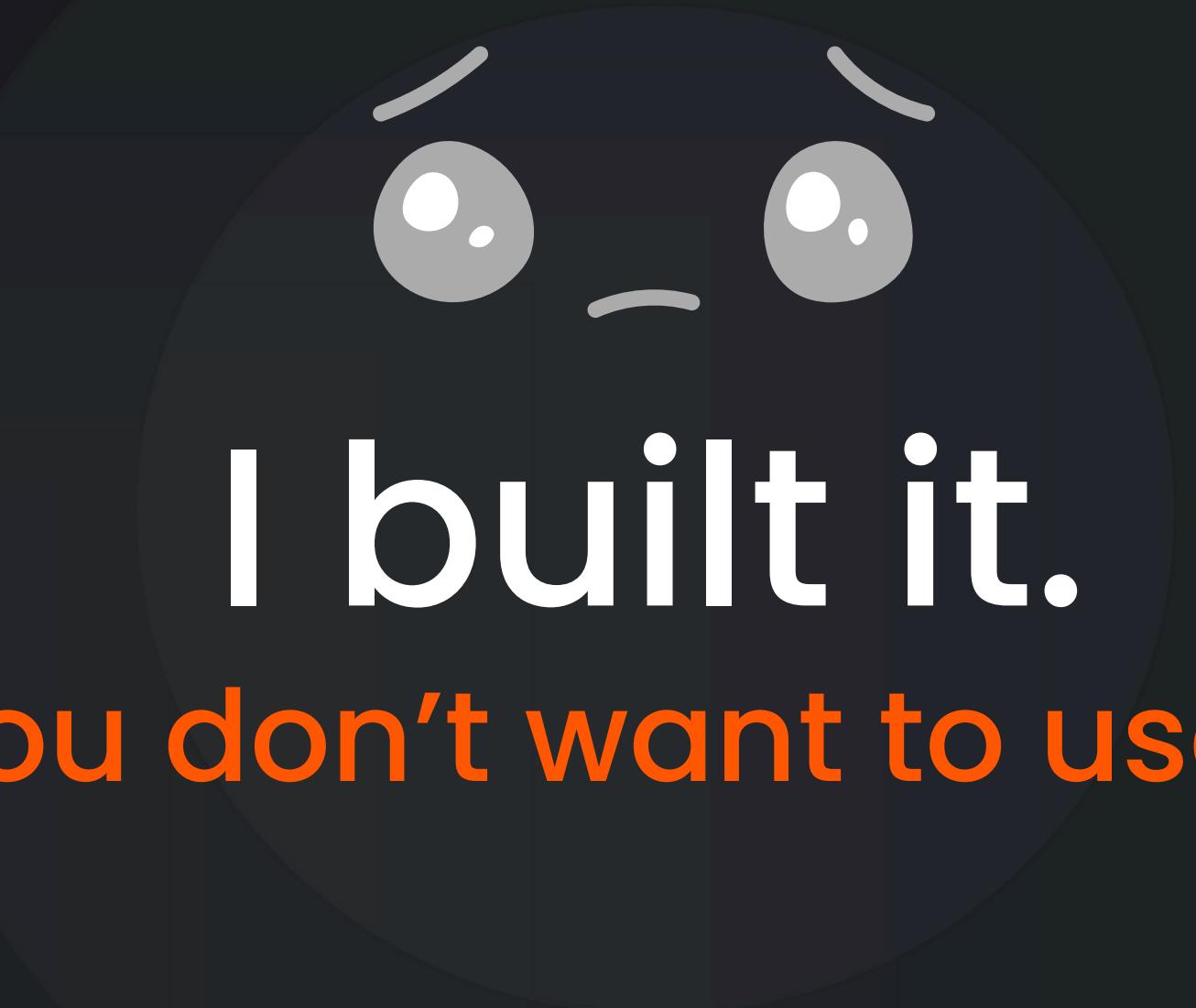


# THE HIDDEN DISCIPLINE

MARKETING SECRETS FOR  
ENGINEERING PLATFORMS

ERICA HUGHBERG



I built it.

You don't want to use it.



# Erica Hughberg

PASSIONATE ABOUT PLATFORMS  
AN ADVOCATE OF USERS

.....

Technical Product Manager at Tetrate,  
focused on Gateway solutions.

Maintainer of Envoy AI Gateway.

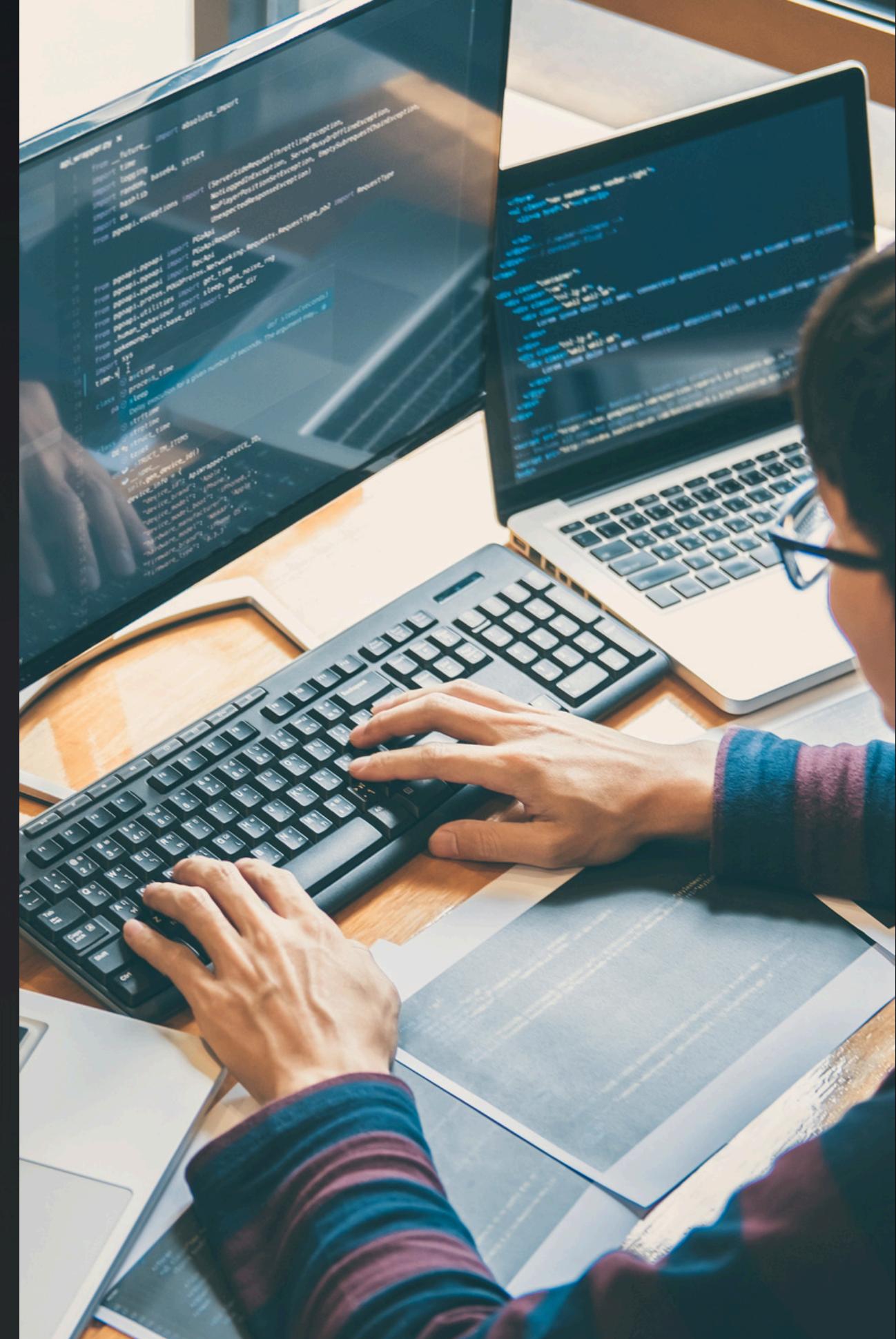


# ISN'T IT OBVIOUS?

---

No, it isn't.

User adoption is hard.  
Even for the best solutions.





# SIZE MATTERS

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Distributed large organizations present their own challenges.



Build a movement



Leverage the loyalty loop



Embrace value based pricing



Build a movement



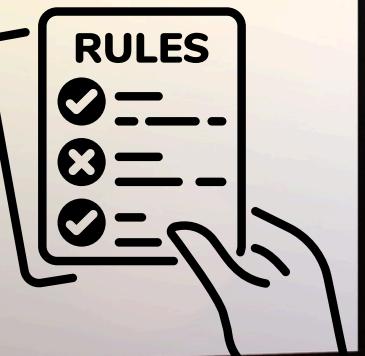
# The API Platform is now available.

See docs on how to  
add your API to it.





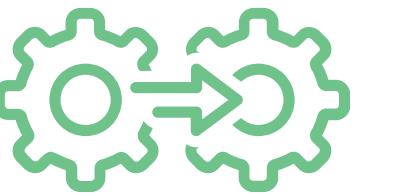
**Everyone must  
use the new  
API Platform.**





## ENABLE CLIENTS TO INTEGRATE WITH YOUR APIS

Add your APIs to the API platform today



# ENABLE OUR CLIENTS TO INTEGRATE

Our API Platform enables us to deliver client-facing APIs with ease and confidence at scale.



# ENABLE OUR CLIENTS TO INTEGRATE

Our API Platform enables us to deliver client-facing APIs with ease and confidence at scale.



## MONTHLY API FORUM

DISCUSS   LEARN   DEFINE

THE FUTURE OF OUR API ECOSYSTEM





# Build a movement

Start small, grow organically



Leverage the loyalty loop











## Leverage the loyalty loop

Loyal customers return for more



Embrace value based pricing



Break-Even  
Point

Total

Costs

Show. Don't tell.





Embrace value based pricing

Make sure the investment pays off

It takes  
time.



**THANK  
YOU!**



ENJOYED THIS TALK?

FOLLOW ME



**Erica Hughberg**

