



INTRO: THE PLACE OF MARKETING AND PRODUCT MANAGEMENT IN THE WHOLE PICTURE

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AGENDA

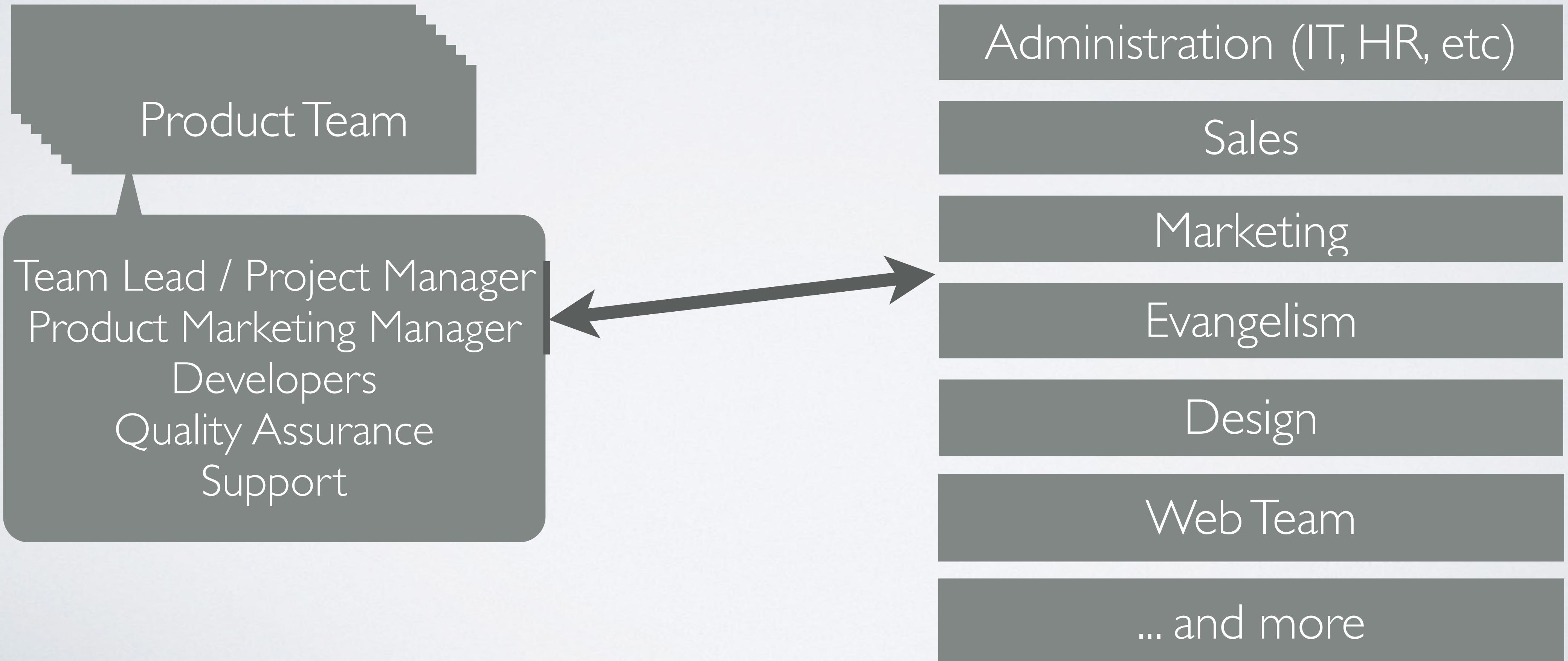
- Intro: context
- Product development
- Specifics of developer marketing
- PMM role

TEAMS

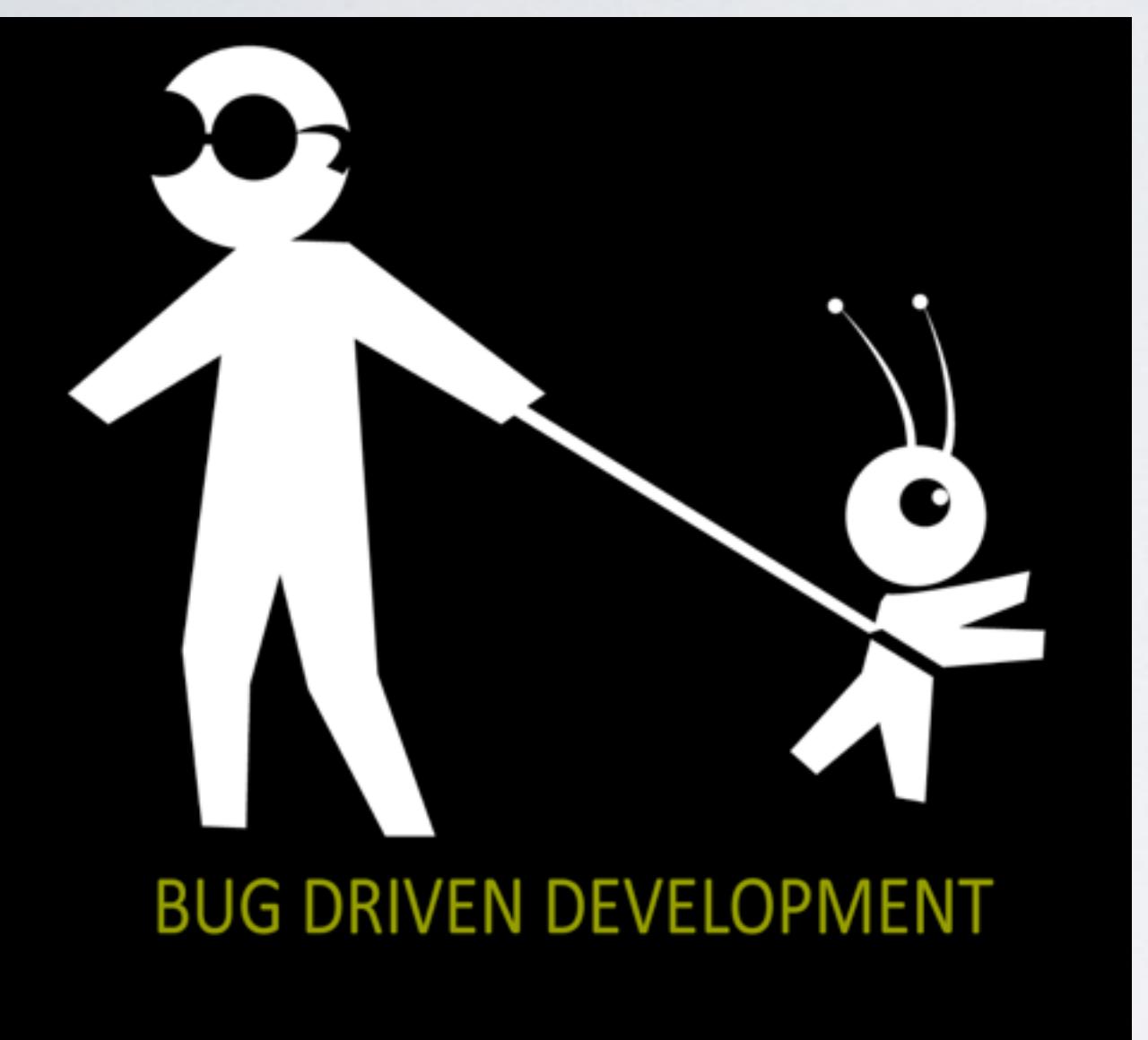
Management Team (CEOs, COO, Founders, Fellows, VPs, Development department leads)



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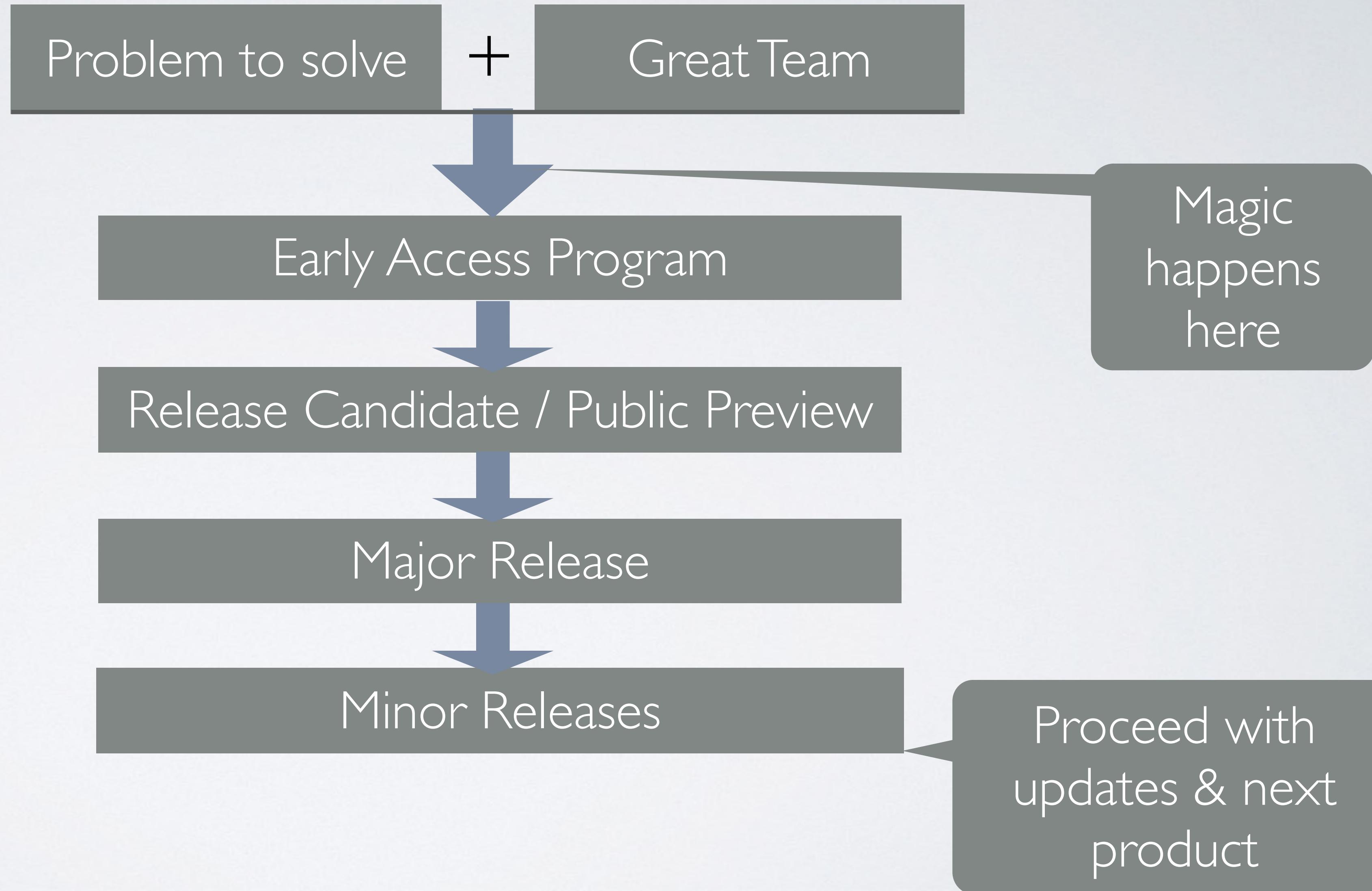


PRODUCT DEVELOPMENT



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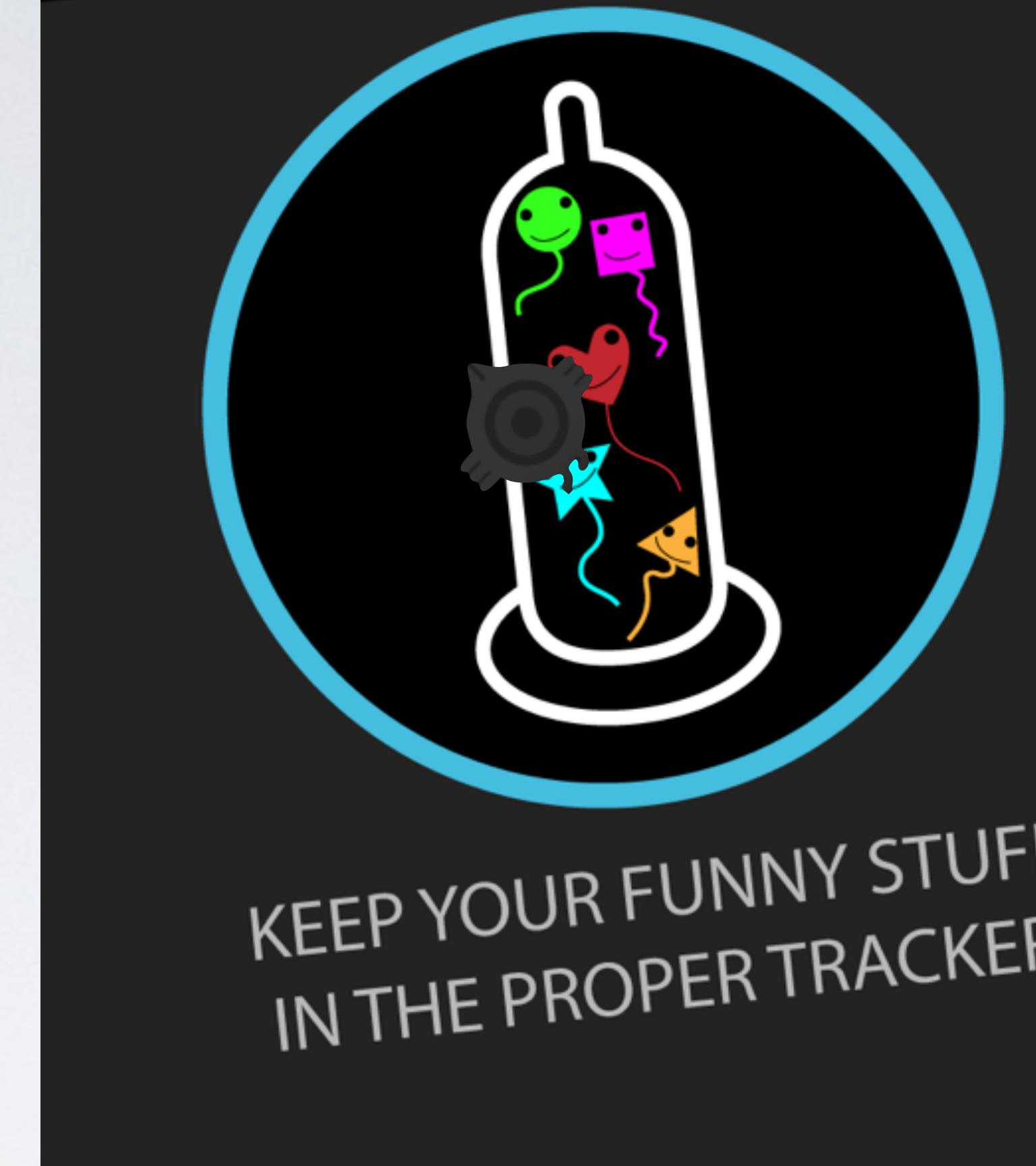
* We like to joke.
Not only BDD.



Two important principles

SUPPORT MATTERS

- You talk to developers!
- Open YouTrack Issue Tracker
- Email Support / ZenDesk
- Forums (Community Support)
- Social Media
- Other Resources

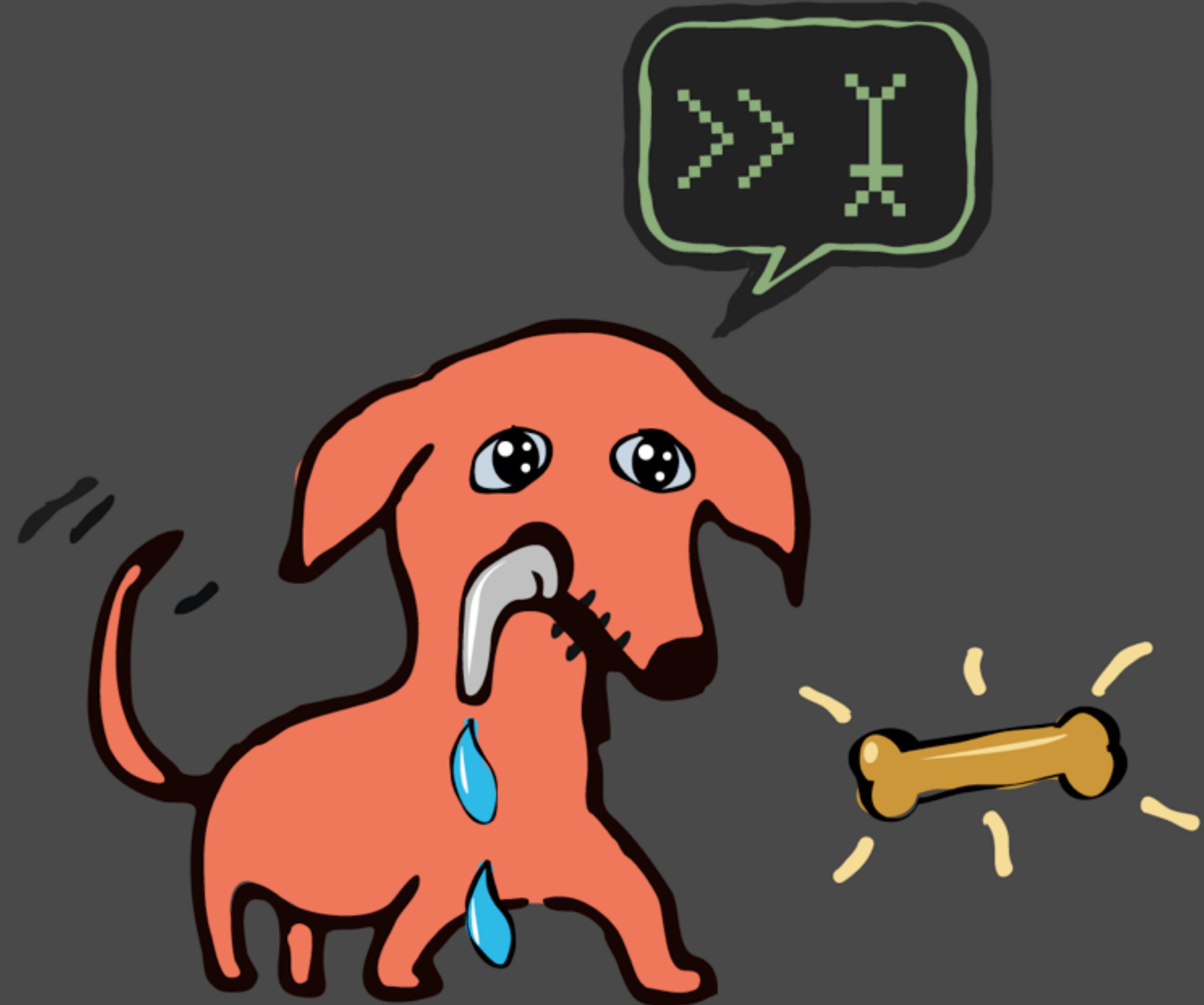


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Feedback on forums by George Cook

I was just reporting a bug for 2.1, and in the bug tracker noticed that there was the option for version 2.1.1. I diligently downloaded it and lo-and-behold the bug was fixed before I even reported it!!

Transparent feedback channels
make good marketing



DogFooding

DogFooding keeps you really close
to the market

Team Lead vs Product Manager vs Project Manager
vs Product Marketing Manager

Let's switch to some marketing-related stuff

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Are developers different?



No BS policy

“standard” marketing messaging is harmful



Another way of thinking

THE GRAND CHALLENGE EQUATIONS

$$B_i A_i = E_i A_i + \rho_i \sum_j B_j A_j F_{ji} \quad \nabla \times \vec{E} = - \frac{\partial \vec{B}}{\partial t} \quad \vec{F} = m \vec{a} + \frac{dm}{dt} \vec{v}$$
$$dU = \left(\frac{\partial U}{\partial S} \right)_V dS + \left(\frac{\partial U}{\partial V} \right)_S dV \quad \nabla \cdot \vec{D} = \rho \quad Z = \sum_j g_j e^{-E_j/kT}$$
$$F_j = \sum_{k=0}^{N-1} f_k e^{2\pi i j k / N} \quad \nabla^2 u = \frac{\partial u}{\partial t} \quad \nabla \times \vec{H} = \frac{\partial \vec{D}}{\partial t} + \vec{J}$$
$$p_{n+1} = r p_n (1 - p_n) \quad \nabla \cdot \vec{B} = 0 \quad P(t) = \frac{\sum_i W_i B_i(t) P_i}{\sum_i W_i B_i(t)}$$
$$-\frac{\hbar^2}{8\pi^2 m} \nabla^2 \Psi(r, t) + V \Psi(r, t) = -\frac{\hbar}{2\pi i} \frac{\partial \Psi(r, t)}{\partial t} \quad -\nabla^2 u + \lambda u = f$$
$$\frac{\partial \vec{u}}{\partial t} + (\vec{u} \cdot \nabla) \vec{u} = -\frac{1}{\rho} \nabla p + \gamma \nabla^2 \vec{u} + \frac{1}{\rho} \vec{F} \quad \frac{\partial^2 u}{\partial x^2} + \frac{\partial^2 u}{\partial y^2} + \frac{\partial^2 u}{\partial z^2} = f$$

High entry level
to the profession

THE NEW KINGMAKERS

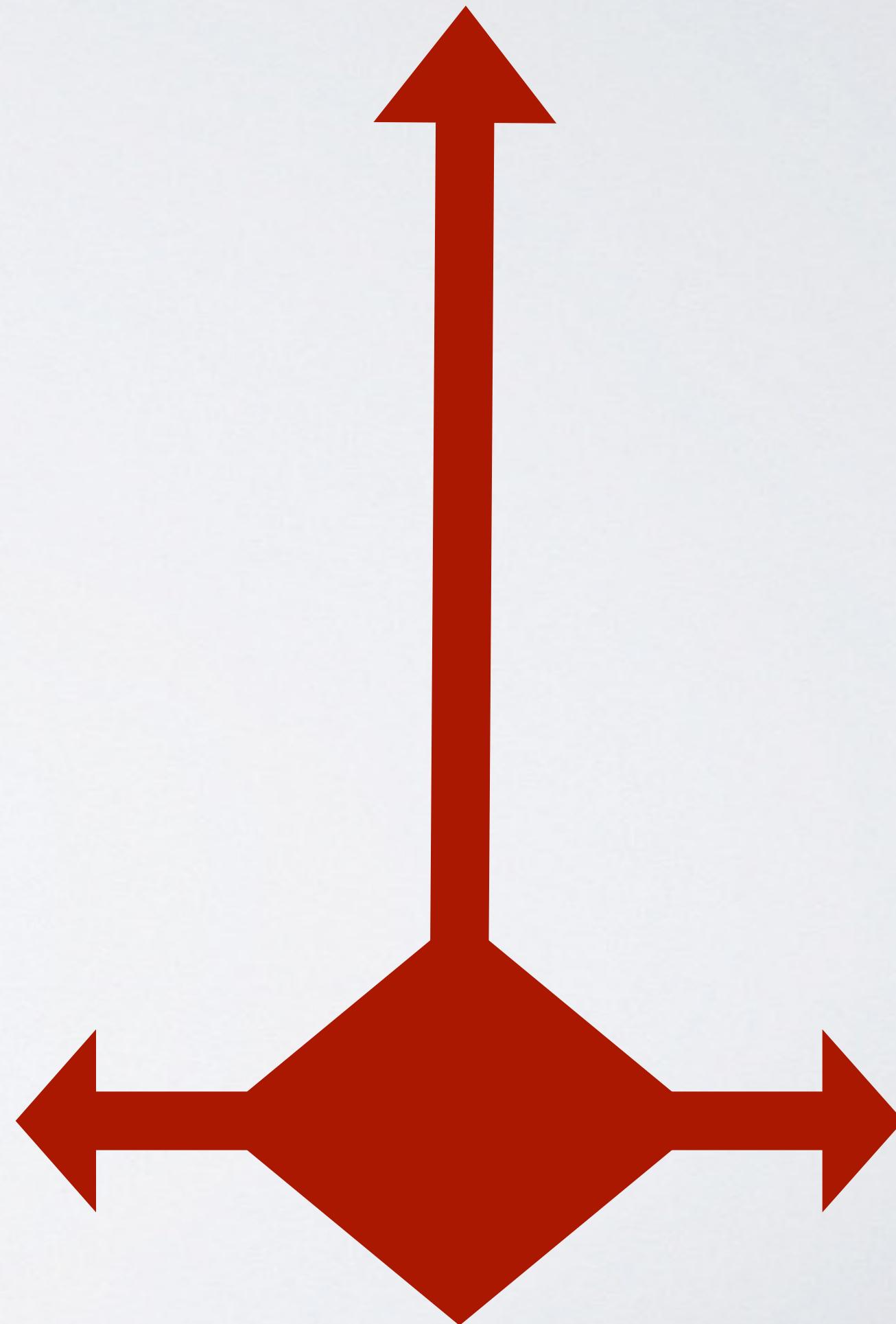
book by Stephen O'Grady

Every developer “knows” marketing
better than you

so they would be resistant to your message

SALES PROCESS REVISED

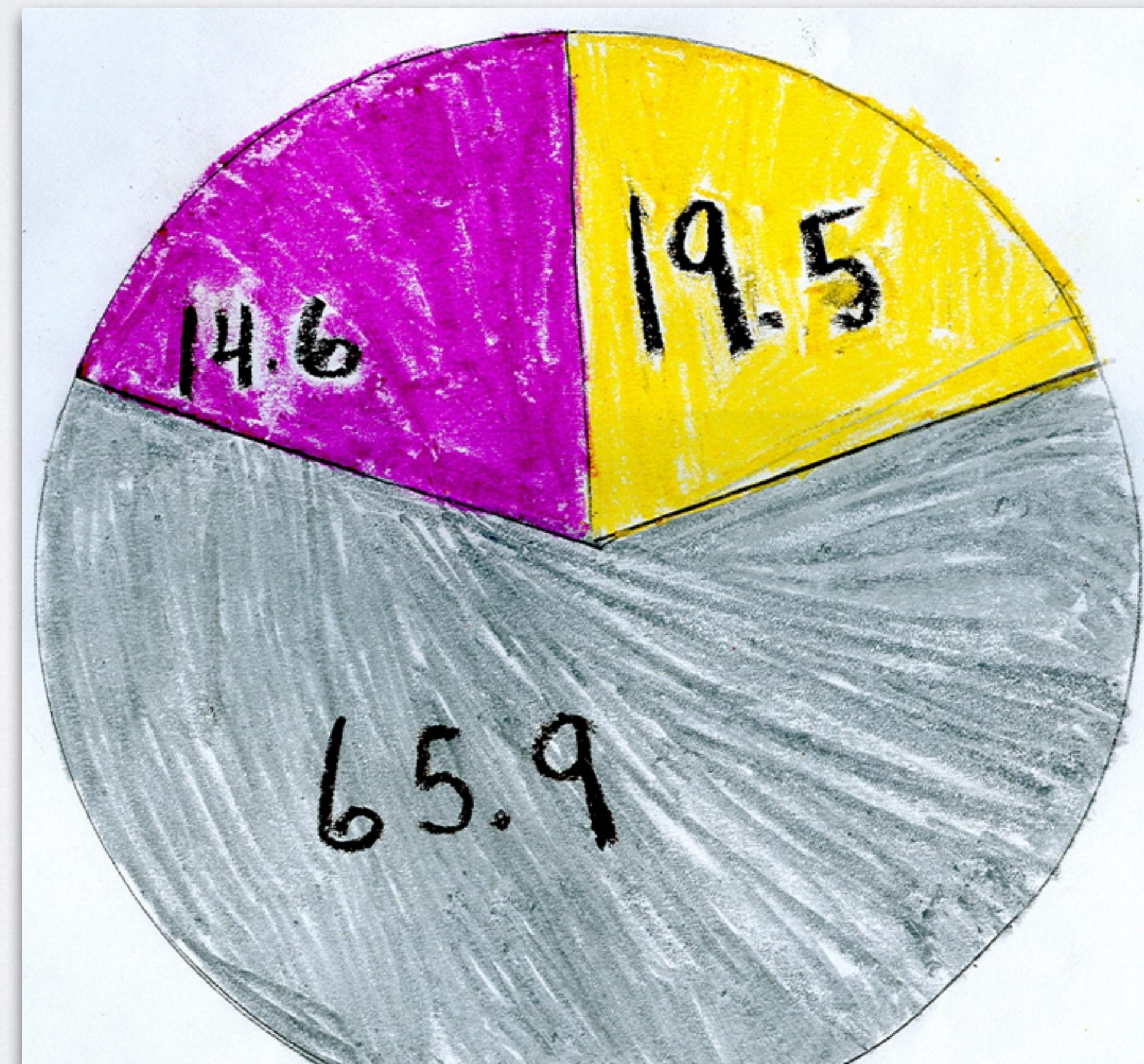
- Word of mouth
- From developer to manager
- And no “classic” salespeople



NO OUTBOUND SALES

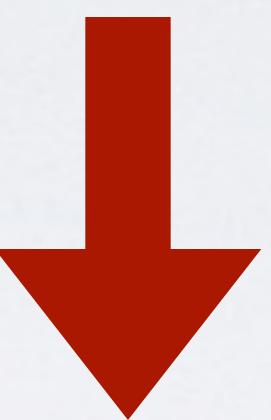


And marketing approach revised too

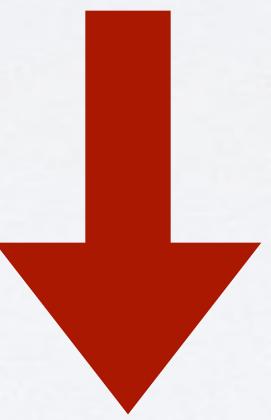


R-E-S-P-E-C-T

Show me attitude



Get my attention



Prove me

Be close to the target audience

=

be developer (in JetBrains case)

Is the developer marketing THAT different?

Who's doing marketing
for JetBrains products?

Time to meet PMMs!

So, who is PMM*?



PPM MMP

MPM PMP

*PMM = Product Marketing Manager

FUNCTIONAL TEAMS

- General Marketing
- Internet Marketing
- Developer Advocacy
- Marketing Research
- Design
- Web Development
- Email Marketing
- Sales
- Internal Development
- IT
- and more...

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PMM Profile

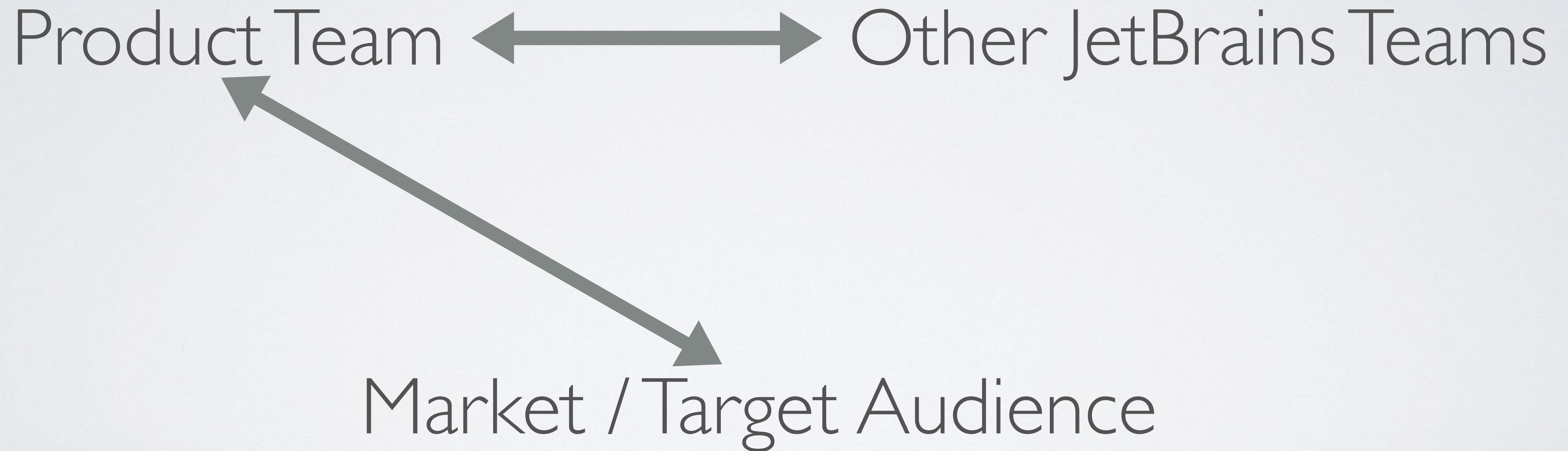
Technology + Marketing/Management

Communication Skills

(& English!)

PMMs responsibilities/tasks

COMMUNICATIONS



PMM as a Hub

CONTENT PRODUCTION

- Blog posts
- Tutorials
- Screencasts
- Webinars
- Social media
- Web site
- External resources

INVOLVEMENT IN PRODUCT DEVELOPMENT

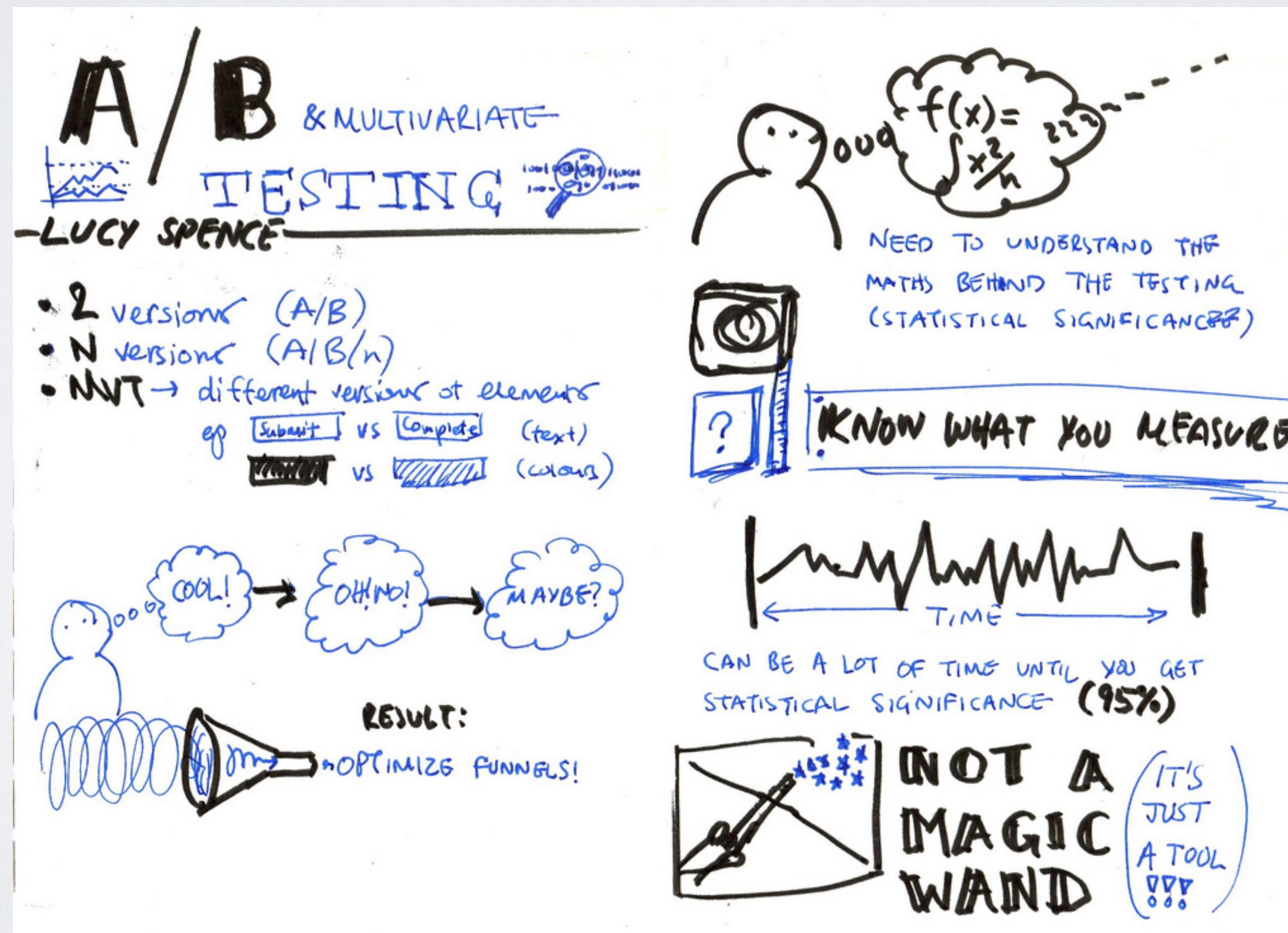
RELEASE MANAGEMENT



FEEDBACK MONITORING



CONSUMER ACTIVITY MONITORING AND OPTIMISATIONS



ANALYSE,
RESEARCH &
UNDERSTAND
THE MARKET

Pie Chart



COMMUNITY DEVELOPMENT

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DEVELOPER ADVOCACY

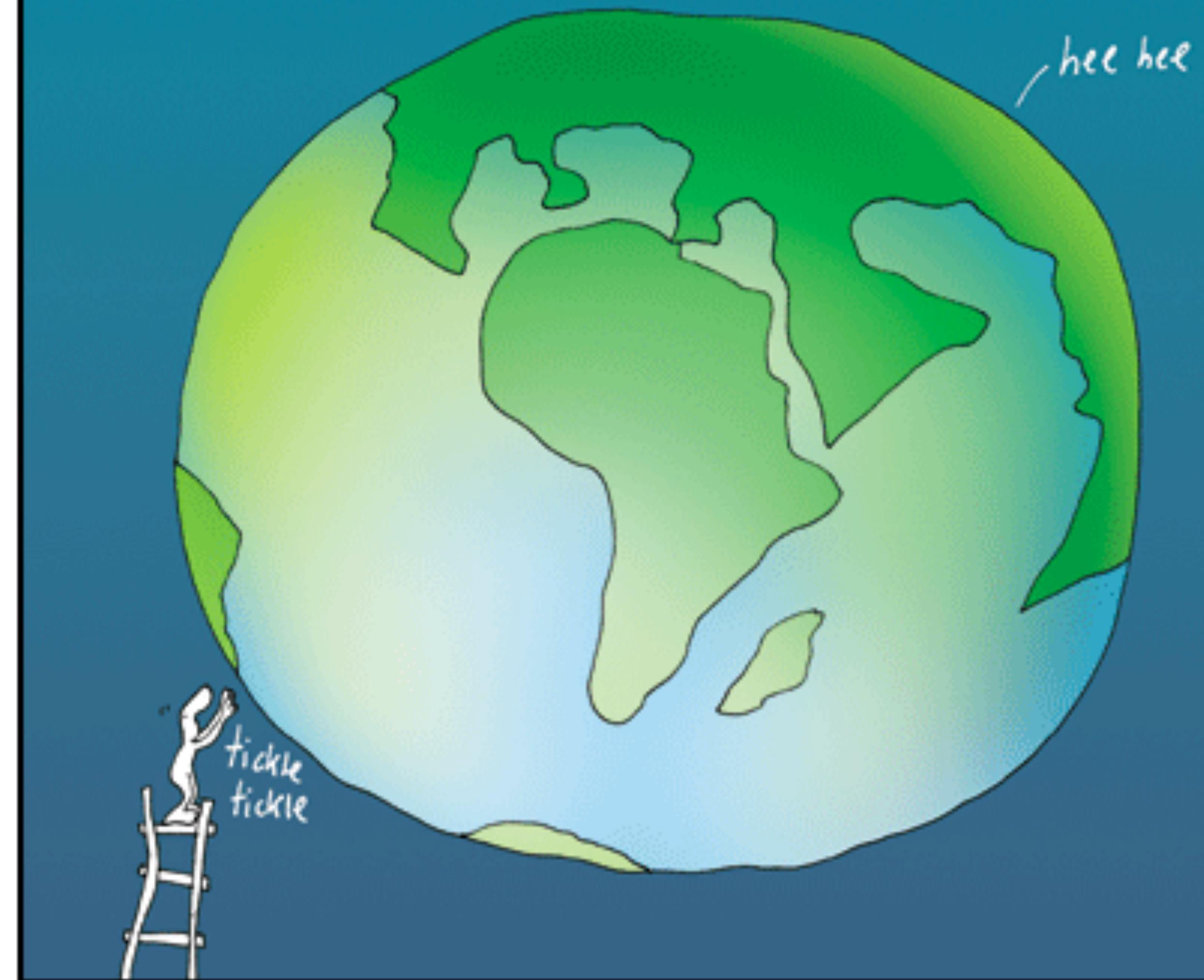


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INTERNET MARKETING

HAROLD'S PLANET by Swerling and Lazar

HOW TO MAKE THE WORLD
A BETTER PLACE



BUSINESS DEVELOPMENT AND PARTNERSHIPS

PUBLIC RELATIONS



CONFERENCES & EVENTS



WORK WITH SALES TEAM



EMAIL MARKETING



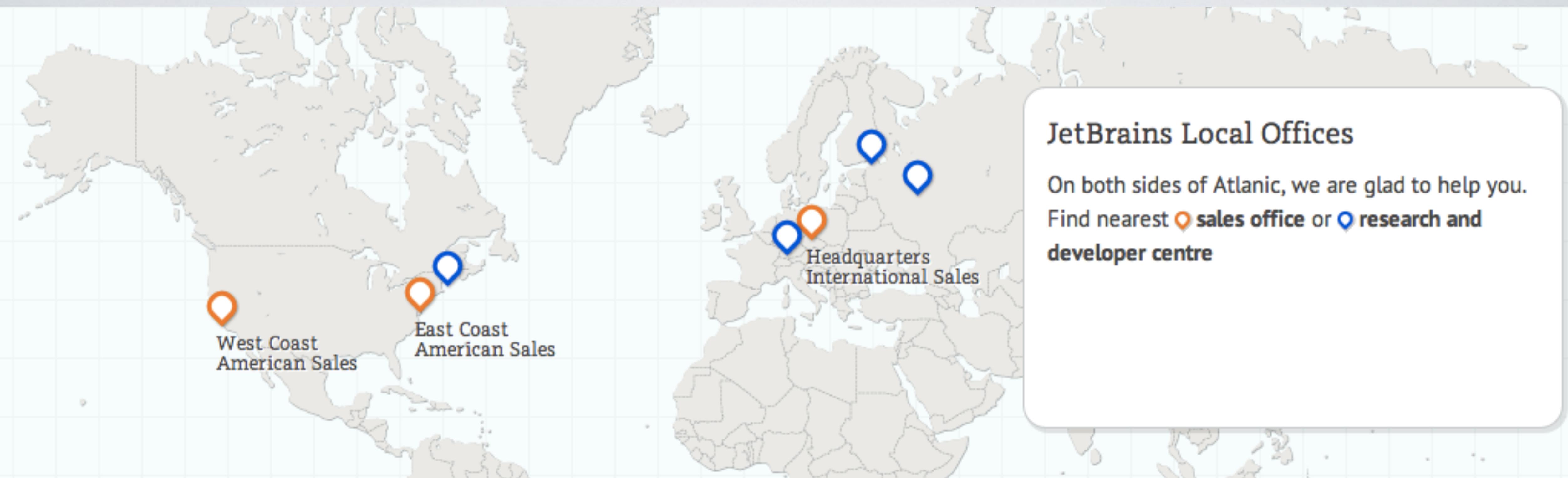
MARKETING AUTOMATION



70% ROUTINE
VS
30% STRATEGY

How to communicate
and keep track of things?

TRULY INTERNATIONAL



Headquarters Prague, Czech Republic
R&D St. Petersburg, Russia
R&D Moscow, Russia
R&D Munich, Germany
R&D Cambridge, MA, USA

Sales US East Berlin, NJ, USA
Sales US West San Mateo, CA, USA

PhpStorm (WI) Enter search request

Found 150+ issues. The results are sorted by: Updated. Save search.

PROJECTS 95

Project	Issues
.NET Exceptions Pool	48045
0xDBE	1383
Administration	9008
AppCode	10706
Business Trips	6004
Calendar for VC	93
CLion	3880
Clojure	250
Companions	3
Copyright Infringements	15
CRM	1804
Delightex	6
Design and Artwork	2041
Documentation	1521
dotCover	7060
dotMemory	2807
dotPeek	6978
dotTrace	11981
Educational Plugin	374
Evangelism	2522
Events	592
Exception Analyzer	190
GAP REST	38

WI-18935 Volt coding support Michiel Thalen 21:44

Normal	Feature	Open	Rustam Vis...	PHP templa...	Backlog	No Affected...	Undefined	Untouched	 3  4
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WI-28202 PhpStorm is unresponsive to inoperable when searching minified files Vincent V. Toscano 21:32

Normal	Bug	Wait for Reply	Unassigned	No subsystem	No Fix versi...	No Affected...	Undefined	Untouched	  3
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WI-28206 Deployment -> Connection rejects valid SSH keypair , "corrupt or has unknown format ... Error message: invalid privatekey" arbyjet 21:18

Normal	Feature	Duplicate	Elena Shav...	Plugin: Dep...	9.x.x	EAP 141.2017	Undefined	Untouched	    4
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WI-28201 Idea - PHPUnit by ssh Dan Wilks 21:03

Normal	Bug	Wait for Reply	Svetlana Ze...	PHP test	No Fix versi...	No Affected...	Undefined	Untouched	  2
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WI-27934 Support ed25519 OpenSSH key Ev Acct 19:25

Normal	Feature	Open	Elena Shav...	Plugin: Dep...	9.x.x	EAP 141.1815	Undefined	Untouched	  2
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WI-28215 Selecting text while scrolling mouse wheel often bugs out cursor stephenfrank 18:00

Normal	Bug	Submitted	Unassigned	No subsystem	No Fix versi...	No Affected...	Undefined	Untouched	  
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WI-28106 Add postfix support for method, functions and class properties Tales Santos 17:35

Normal	Feature	Wait for Reply	Andrey Sok...	PHP Compl...	No Fix versi...	9.0 (141.1912)	Undefined	Untouched	  1
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WI-22021 "replace quotes" works wrong Áxel Costas Pena 17:34

Major	Bug	Open	Andrey Sok...	PHP lang	x.x pool	9.0 (141.1912)	Undefined	Untouched	  1
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And all kinds of other tools for
effective communications



WITH PLEASURE DEVELOP.



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