Developer Buzz Campaign

Detailed Execution Plan for <u>Iterate.ai</u>

Executive Summary

This comprehensive developer engagement strategy transforms enterprise AI visibility through targeted top-of-funnel community outreach. The campaign leverages Product Hunt launches, strategic Reddit engagement, and developer platform presence to generate measurable impressions and reach within the enterprise developer ecosystem.

Campaign Objective: Generate 25,000-300,000 monthly impressions and 5,000-75,000 developer community reach through systematic engagement across key developer platforms.

Package Overview & Selection

Essential Package - $2,999/month

Target Metrics: 37.5K impressions | 6.5K developers | 9 communities

Core Deliverables:

- Product Hunt launch coordination with vote mobilization
- 5 targeted subreddit engagements (r/programming, r/MachineLearning, r/entrepreneur, r/startups, r/artificial)
- Hacker News submissions and community engagement
- <u>Dev.to</u> technical article publication
- Quora developer Q&A participation
- 10 technical articles per month
- Monthly analytics dashboards

Growth Package - $4,999/month ★ RECOMMENDED

Target Metrics: 100K impressions | 20K developers | 17 communities

Enhanced Deliverables:

- Premium Product Hunt launch with hunter network mobilization
- 15+ subreddit AMAs and strategic discussions
- Multi-platform presence: Hacker News, <u>Dev.to</u>, Stack Overflow, GitHub
- Extended community participation: Quora, DevRant, Lobsters
- **AI platform listings across 100+ directories** including ProductHunt, AI Tools Directory, and BetaList
- 20 technical articles and case studies per month
- Bi-weekly performance insights and strategic adjustments

Enterprise Package - $8,999/month

Target Metrics: 225K impressions | 57.5K developers | 25+ communities

Premium Deliverables:

- VIP Product Hunt launch with premium support and media coordination
- Full community management across 25+ developer platforms
- Custom Discord/Slack channel development and management
- Comprehensive AI directory presence (100+ platforms)
- Specialized forum engagement: Indie Hackers, niche developer communities
- 30 in-depth technical assets per month
- Weekly executive dashboards with actionable insights

Execution Timeline

Month 1: Foundation & Launch

Week 1-2:

- Platform account setup and community research
- Content calendar development
- Product Hunt launch preparation
- Initial community introductions

Week 3-4:

- Product Hunt launch execution
- Reddit AMA scheduling and execution
- Hacker News submission strategy implementation
- First wave of technical content publication

Month 2: Amplification

Week 5-8:

- Expanded subreddit engagement
- Stack Overflow presence establishment
- GitHub community participation
- AI directory submission execution (Growth+ packages)
- Developer webinar planning

Month 3: Optimization

Week 9-12:

- Community feedback integration
- Performance optimization based on metrics
- Strategic pivots for high-performing channels
- Campaign conclusion and handover documentation

Weekly Execution Framework

Monday: Community monitoring and engagement planning
Tuesday: Technical content creation and publication
Wednesday: Reddit and forum engagement
Thursday: Hacker News and Stack Overflow activity
Friday: Performance analysis and weekly reporting

Add-On Services Detail

SEO Optimization Package - $1,500/month

- Technical SEO audit and implementation
- Developer-focused keyword research and targeting
- Content optimization for search visibility
- Monthly SEO performance reporting

Industry Event Matchmaking - $1,200/month

- Event research and opportunity identification
- Speaking proposal development and submission
- Network facilitation with event organizers
- Post-event content amplification

Executive LinkedIn Profile Management - $800/month

- Professional profile optimization
- Strategic content planning and publishing
- Network expansion and engagement
- Monthly performance analytics

Company Social Media Management - $1,500/month

- Multi-platform content strategy
- Daily engagement and community management
- Brand voice development and consistency
- Social media advertising coordination

Key Assumptions & Requirements

Iterate.ai **Team Availability**

- **Monthly commitment:** 4-6 hours for AMAs, webinars, and Q&A sessions
- **Content review:** 2-3 hours weekly for technical accuracy verification
- **Expert availability:** Subject matter experts for technical discussions and community engagement
- **Response time:** 24-48 hour turnaround for community questions and engagement

Timeline Dependencies

- Campaign execution subject to platform policies and algorithm changes
- Holiday periods may impact engagement rates (December, summer months)
- Community moderation decisions outside our control
- Third-party platform availability and technical issues

Risk Mitigation & Disclaimers

Timeline Considerations

While we maintain rigorous project management standards, campaign execution timelines may be affected by unforeseen circumstances including:

- Platform policy changes or technical issues
- Holiday periods affecting community engagement
- Content approval processes
- External factors beyond campaign control

Performance Variables

Campaign performance metrics are estimates based on historical data and industry benchmarks. Actual results may vary based on:

- Market conditions and competitive landscape
- Platform algorithm changes
- Seasonal engagement variations
- Community response patterns

Neotic AI Liability Limitation

Neotic AI's responsibility is limited to campaign execution as outlined. We are not liable for:

- Third-party platform decisions or changes
- Market response variations
- External competitive actions
- Force majeure events

Success Metrics & Reporting

Primary TOFU Metrics

- **Impressions:** Total reach across all platforms
- **Community Reach:** Unique developers engaged
- **Engagement Rate:** Interactions per impression
- **Platform Coverage:** Number of active communities

Secondary Indicators

- **Content Performance:** Article views and shares
- **Community Sentiment:** Positive engagement ratios
- **Brand Mention Tracking:** Organic discussions about Iterate.ai
- **Website Traffic:** Referral traffic from campaign activities

Terms & Conditions

Proposal Validity

This proposal and pricing structure is valid until **October 31, 2025**. All pricing is subject to change after this date.

Contact Information

For questions, clarifications, or proposal modifications, please contact:
Phil Johnson
Email: phil@neoticai.com