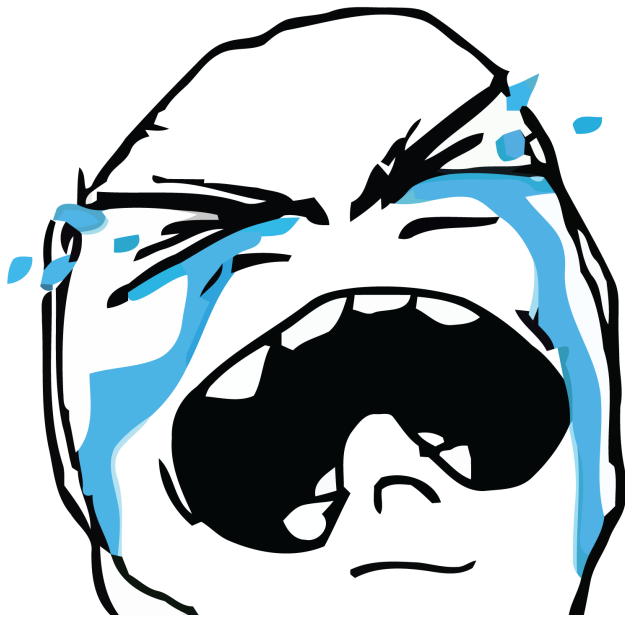


Don't Create, Re-Use!

How to Repurpose a
Common Business Metric
for Your Team's Success

Metrics: The Bane of Our Existence



Metrics:

~~The Bane of Our Existence~~

The Way to Prove our Value.

DevRel Qualified Leads



#DevRelCon

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Marketing Qualified Lead:

“...a lead who has indicated interest in what a brand has to offer based on marketing efforts or is otherwise more likely to become a customer than other leads.”

<https://www.tableau.com/learn/articles/marketing-qualified-lead>

Why “Qualified Leads”?

Why “Qualified Leads”?

→ It's an accepted term in the business world.

DevRel Qualified Leads

DevRel/Community Qualified Leads

→ **Marketing:** Case Study or Guest Content

DevRel/Community Qualified Leads

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- **Recruiting:** Potential new hires
- **Sales:** Potential customers

DevRel Qualified Leads
=
Business Value

DevRel Qualified Leads

=

Community Value



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DevRel Qualified Leads

=

Community Value

Why “Qualified Leads”?

- It's an accepted term in the business world.
- It highlights our unique value.

So What?
Who Cares?

Enabled developers are **productive**,
less likely to churn,
and better suited to
champion our products and services
inside their teams, organisations,
and wider networks.

-Zan Markan
Developer Relations
is Developer Enablement
bit.ly/2TM4dbf

*Our job is to inspire and equip developers
to build the next generation
of amazing applications.*

*This means understanding
what they are trying to do,
pointing them to tools and training,
and generally helping them be successful.*

-Twilio's Developer Evangelism Team Mission

Why “Qualified Leads”?

- It's an accepted term in the business world.
- It highlights our unique value.
- We need a single metric that can be used across the industry.

DevRel Qualified Leads:

One Way to
Prove our Value.



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