DEVELOPERS
ARE THE
RAINMAKERS

HELLO!

Baruch Sadogursky

I did DevRel before I knew it has a name

Employee ~6 of JFrog ($FROG)

HELLO!

Baruch Sadogursky

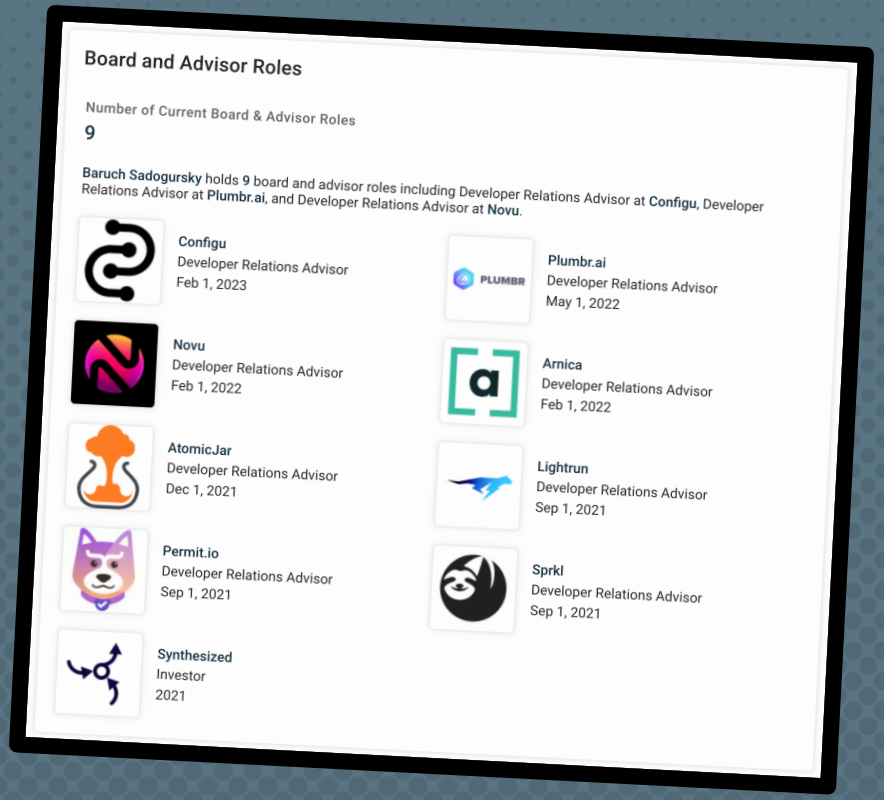
Head of DevRel at Gradle

@JBARUCH #DEVREL #DEVELOPERWEEK SPEAKING.JBARU.CH

HELLO!

Baruch Sadogursky

DevRel Advisor at large



Board and Advisor Roles

Number of Current Board & Advisor Roles

9

Baruch Sadogursky holds 9 board and advisor roles including Developer Relations Advisor at **Configu**, Developer Relations Advisor at **Plumbr.ai**, and Developer Relations Advisor at **Novu**.

Configu
Developer Relations Advisor
Feb 1, 2023

Plumbr.ai
Developer Relations Advisor
May 1, 2022

Novu
Developer Relations Advisor
Feb 1, 2022

Arnica
Developer Relations Advisor
Feb 1, 2022

AtomicJar
Developer Relations Advisor
Dec 1, 2021

Lightrun
Developer Relations Advisor
Sep 1, 2021

Permit.io
Developer Relations Advisor
Sep 1, 2021

Sprkl
Developer Relations Advisor
Sep 1, 2021

Synthesized
Investor
2021

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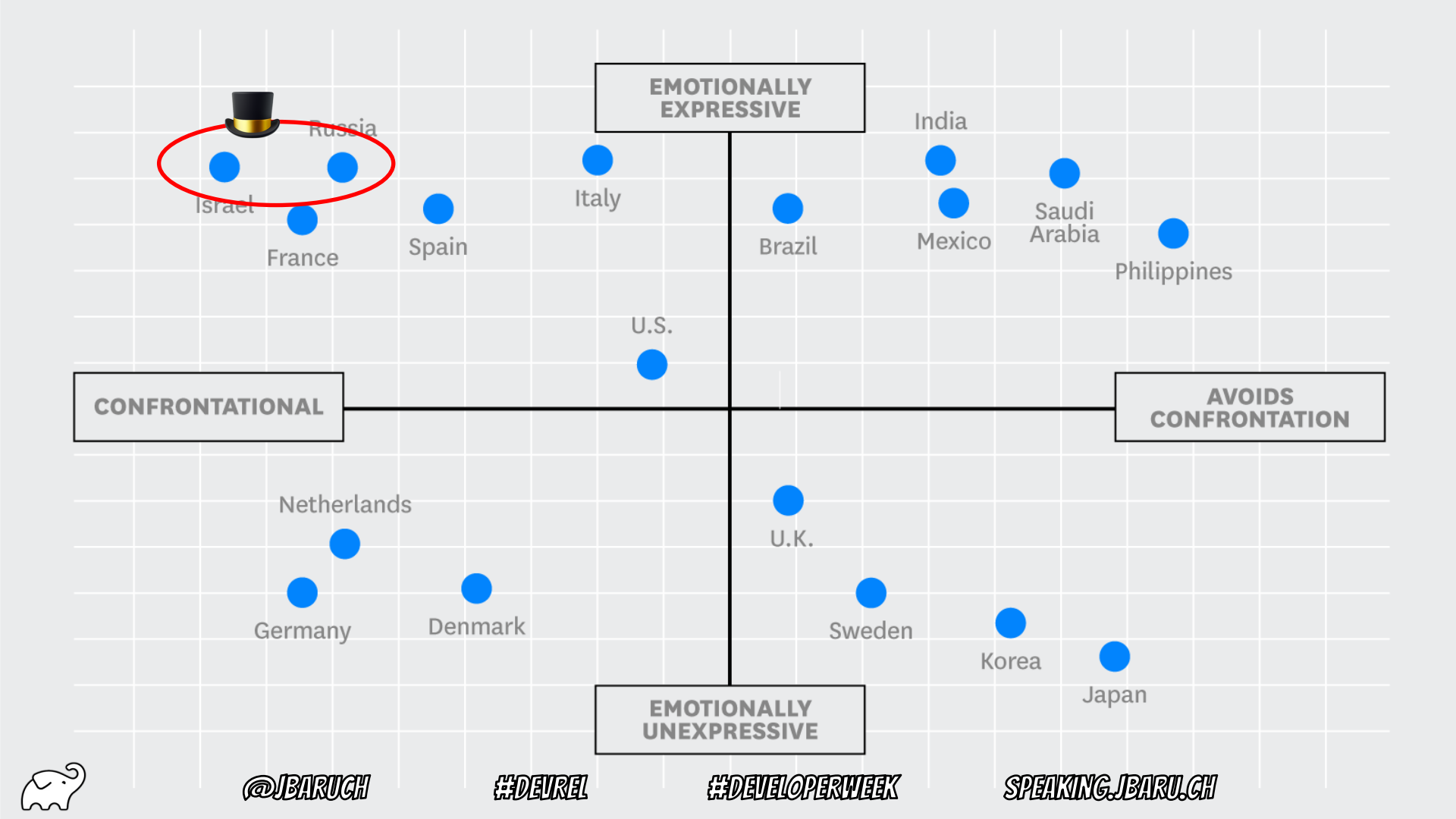
SHOWNOTES

- speaking.jbaru.ch
- Slides
- Video


EMOTIONALLY EXPRESSIVE
EMOTIONALLY UNEXPRESSIVE
CONFRONTATIONAL
AVOIDS CONFRONTATION
Russia
Israel
France
Spain
Italy
Brazil
India
Mexico
Saudi Arabia
Philippines
U.S.
Netherlands
Germany
Denmark
U.K.
Sweden
Korea
Japan

Does my company need Developer Relations?

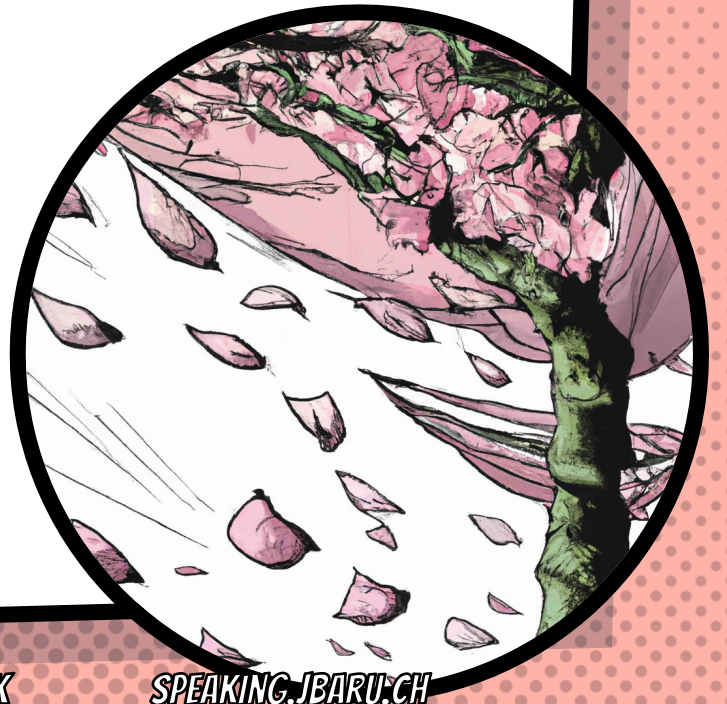
MARKETING FUNNEL!

- Ads
- Webinars
- Emails
- Calls
- Calls and emails
- Support sessions

DEVELOPERS DISTRUST TRADITIONAL MARKETING

RELATIONS EXIST

Everybody Impact Company's Developer Relations



DOING IT RIGHT

- AWARENESS — SEO and Technical Content
- DISCOVERY — SEO and Technical Content
- EVALUATION — Technical Content
- INTENT — Technical Content
- PURCHASE — Calls and emails
- LOYALTY — Technical Content

SO, IT'S A MARKETING FUNNEL?
Well yes, but actually no
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#DEVREL
#DEVELOPERWEEK
SPEAKING.JBARU.CH

BUT WAIT,
THERE IS MORE!
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#DEVREL
#DEVELOPERWEEK
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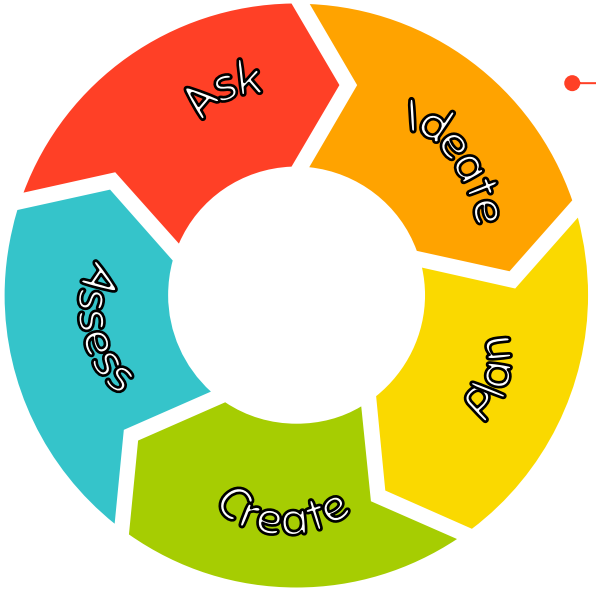
PRODUCT DESIGN PROCESS!

- Guess
- Reinforce biases
- Guess again

Product has a hard time predicting the right features

DOING IT RIGHT

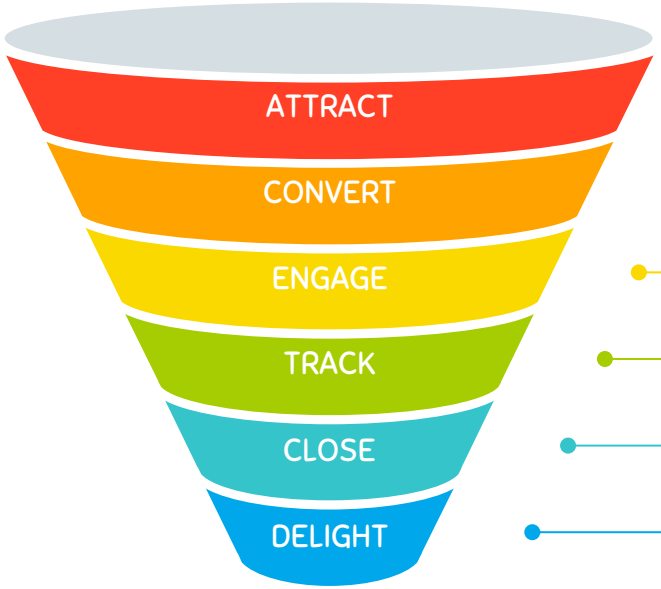


Ask Developers

Ask Developers

Ask Developers

HEADHUNTNG FUNNEL!



- Ads
- LinkedIn Messages
- Emails
- Calls
- Calls and emails
- Meetings

WAIT A SECOND, IS IT A SAME SLIDE?
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#DEVELOPERWEEK
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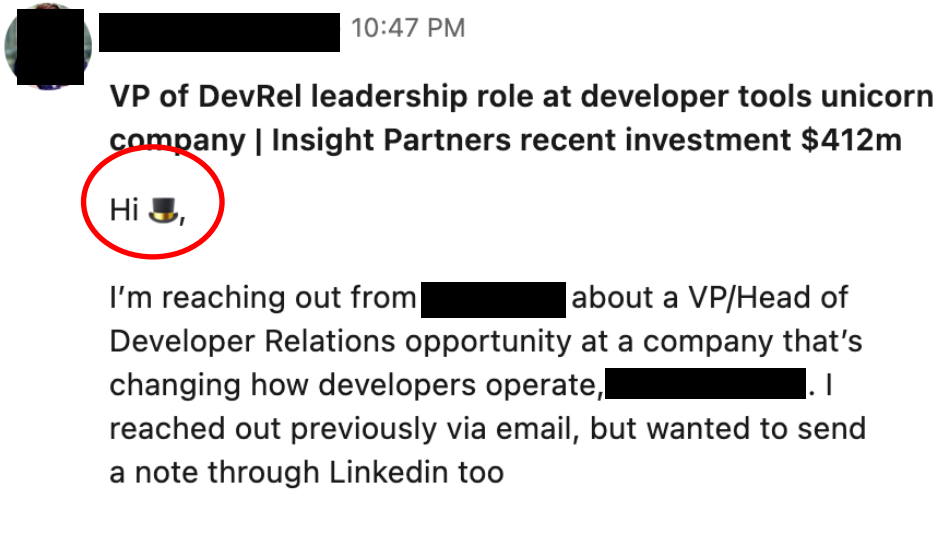
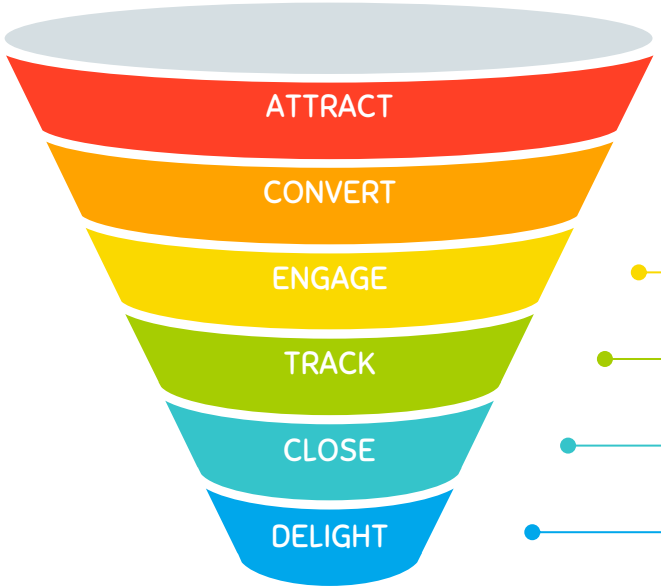
Developers
hate
cold
calls
(and messages)

NOT ONLY CALLS, BTW...



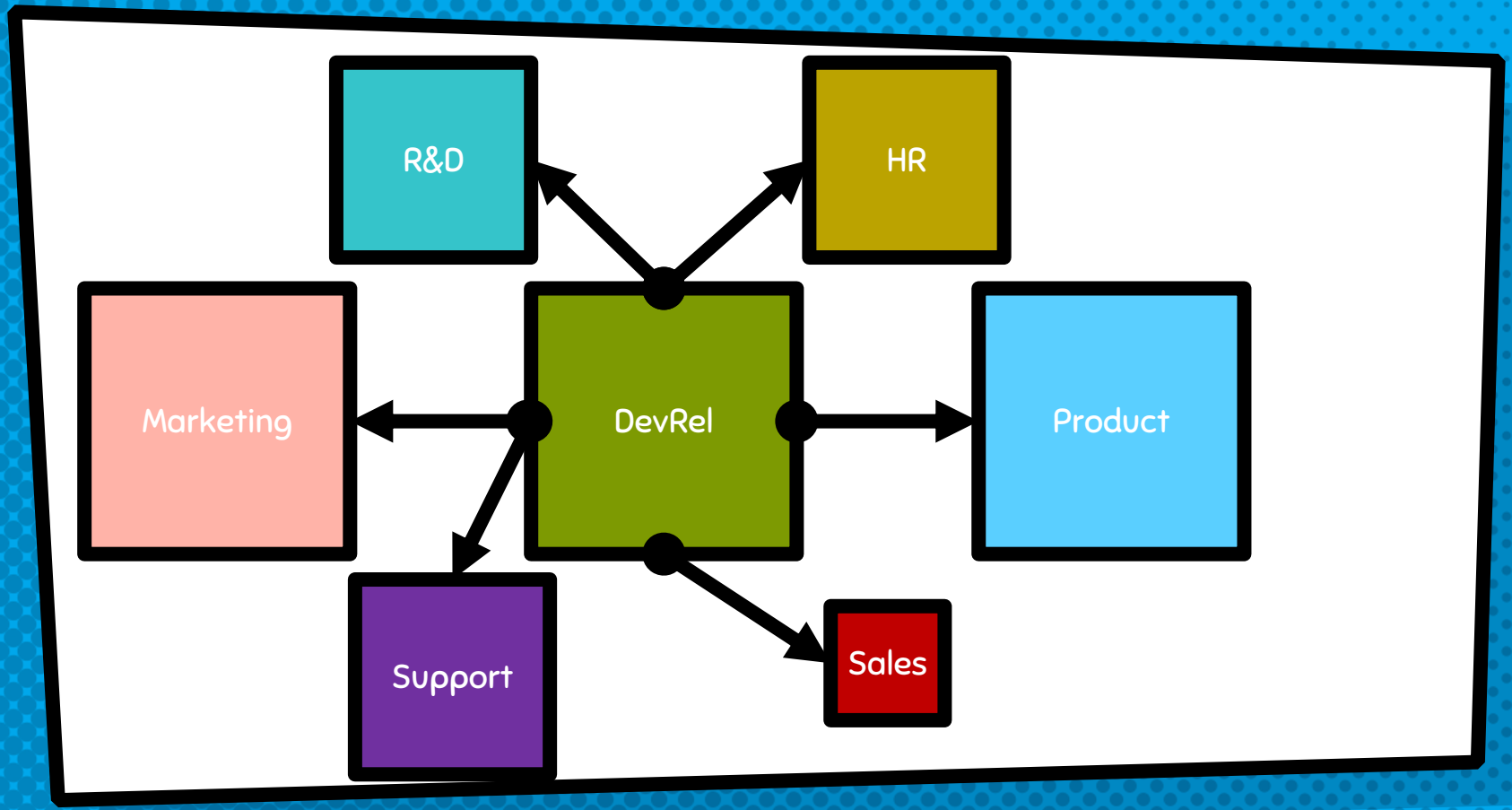
DOING IT RIGHT



- ATTRACT — Networking
- CONVERT — Networking
- ENGAGE — Networking
- TRACK — Networking
- CLOSE — Calls and emails
- DELIGHT — Developer Relations

R&D TEAMS FEEL UNAPPRECIATED

Empowering developers, but for real


R&D
HR
Marketing
DevRel
Product
Support
Sales

How do I build my product for better DevRel?

MAGIC SHOULD BE FREE

SHOW ME THE MONEY!
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#DEVELOPERWEEK
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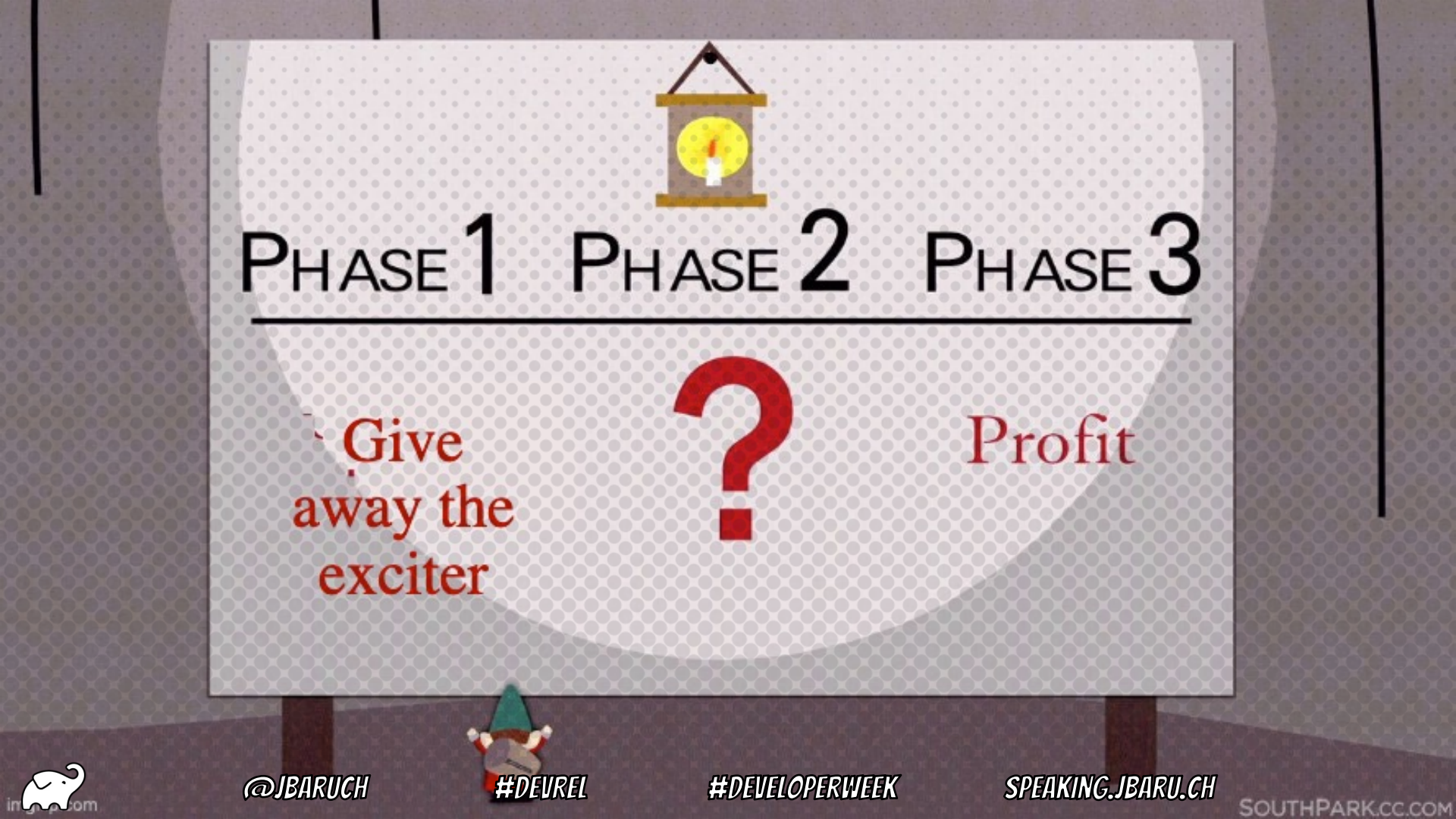
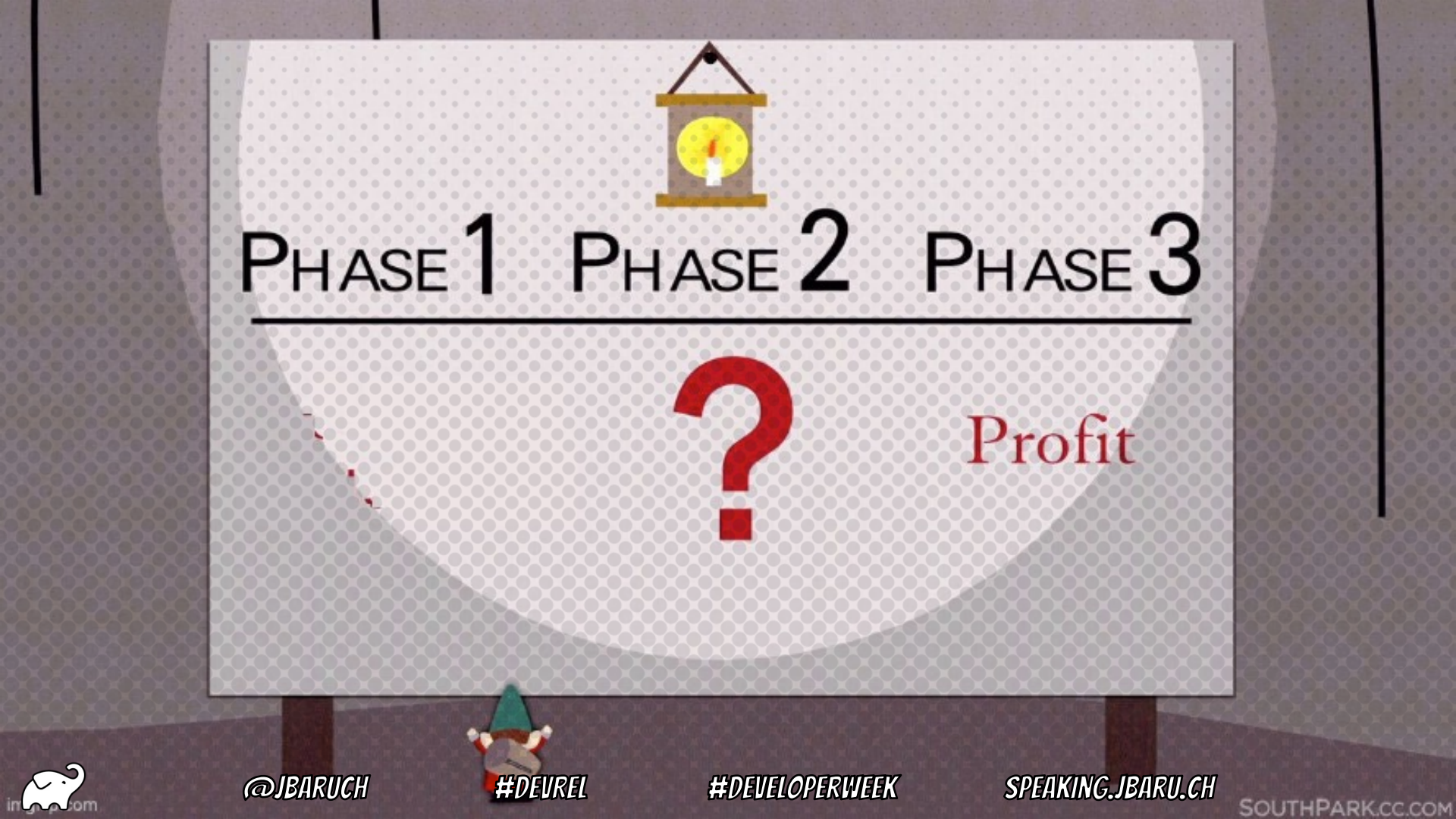
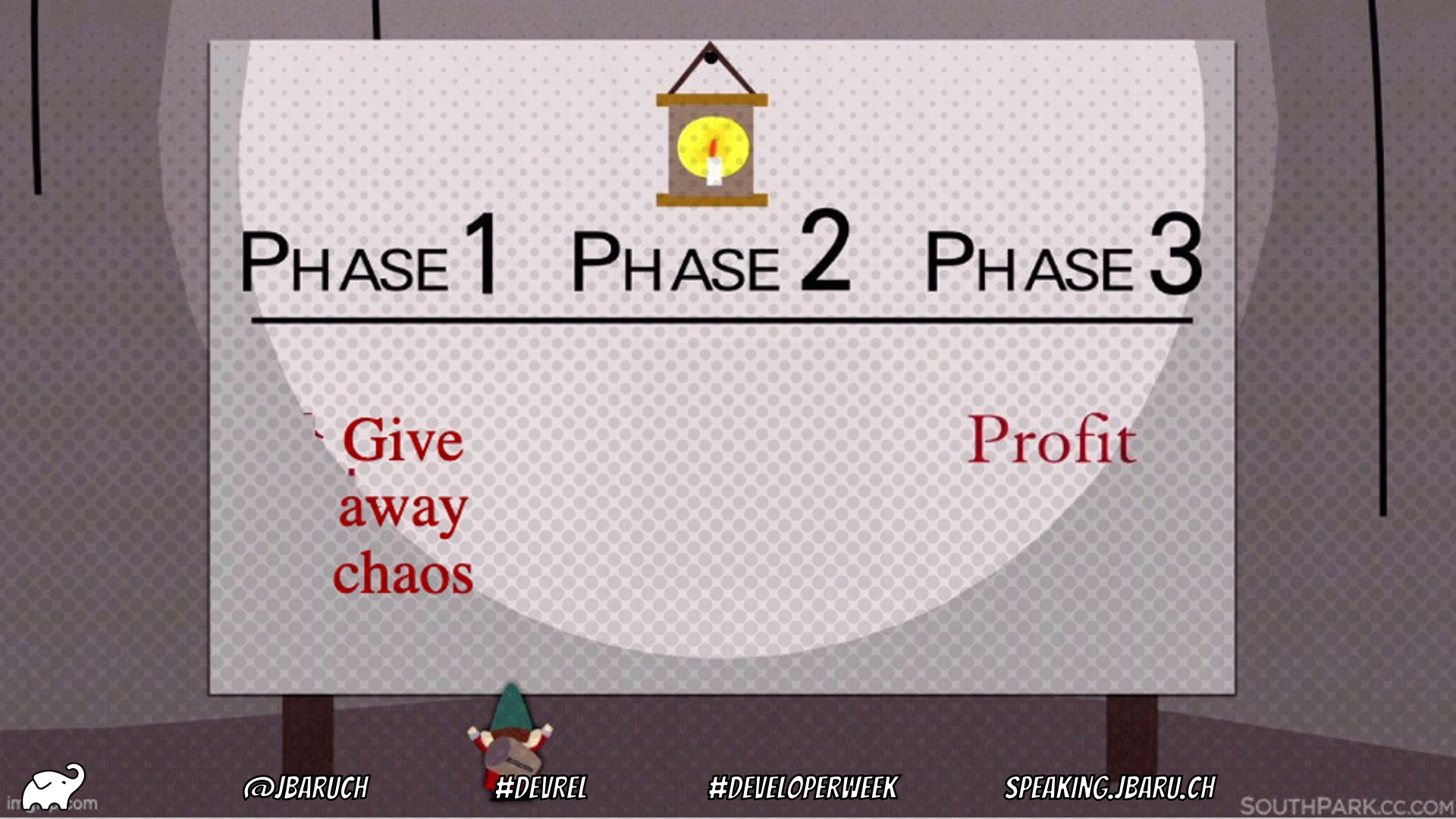
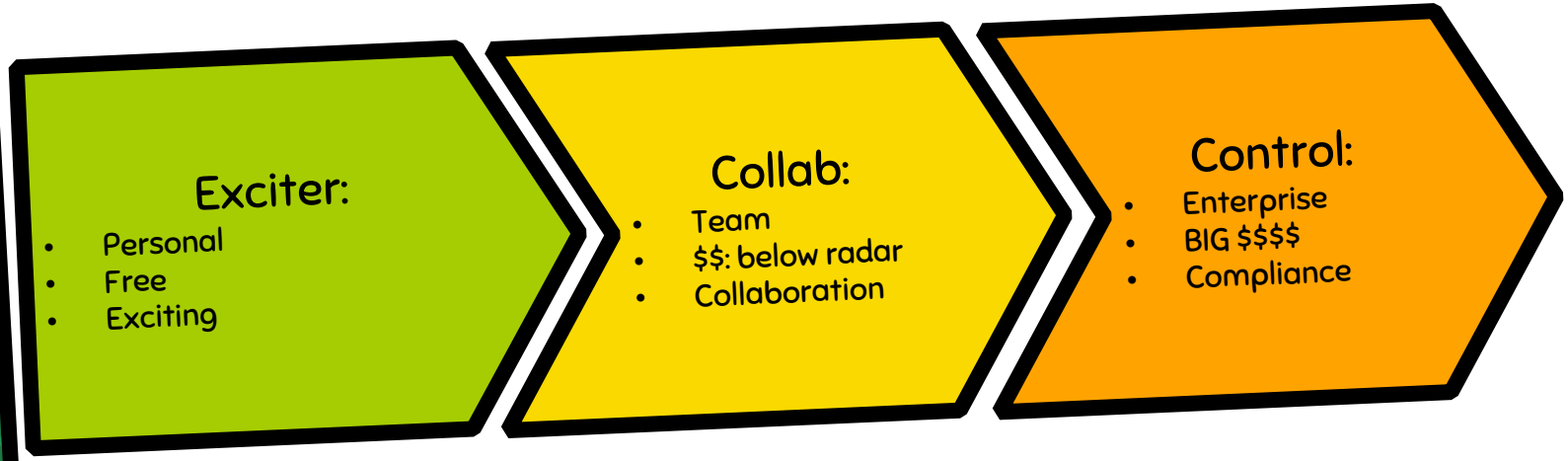

PHASE 1
PHASE 2
PHASE 3
Give away the exciter
?
Profit

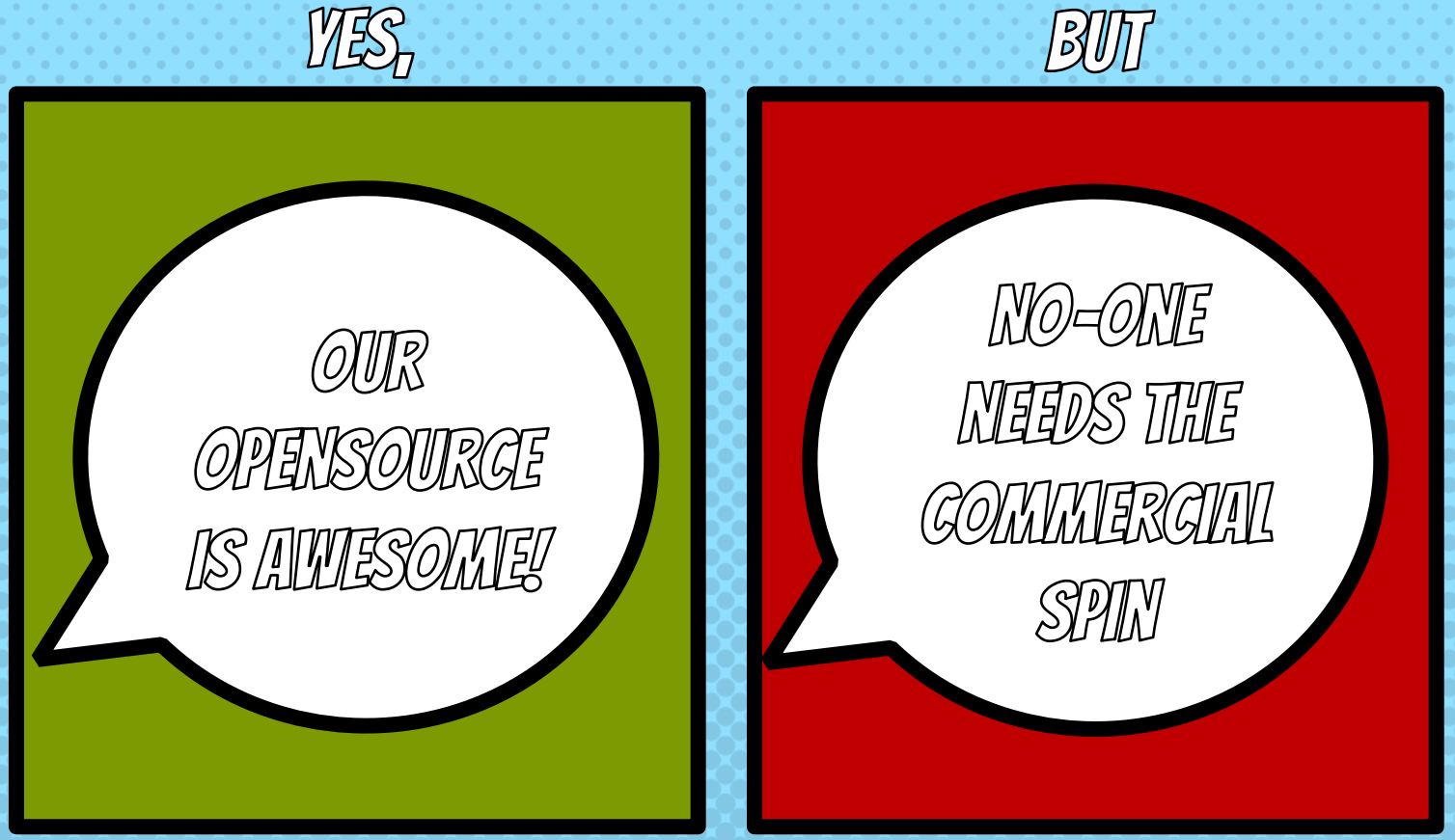

PHASE 1
PHASE 2
PHASE 3
?
Profit


PHASE 1
PHASE 2
PHASE 3
Give away chaos
Profit

PHASE 1
PHASE 2
PHASE 3
Give away chaos
Sell order
Profit

Baruch's three-step product model for DevRel




YES,
OUR OPENSOURCE IS AWESOME!
BUT
NO-ONE NEEDS THE COMMERCIAL SPIN

Q&A AND SOCIAL ADS

Any questions?

You can find me at @jbaruch (everywhere) & i.am@jbaru.ch