

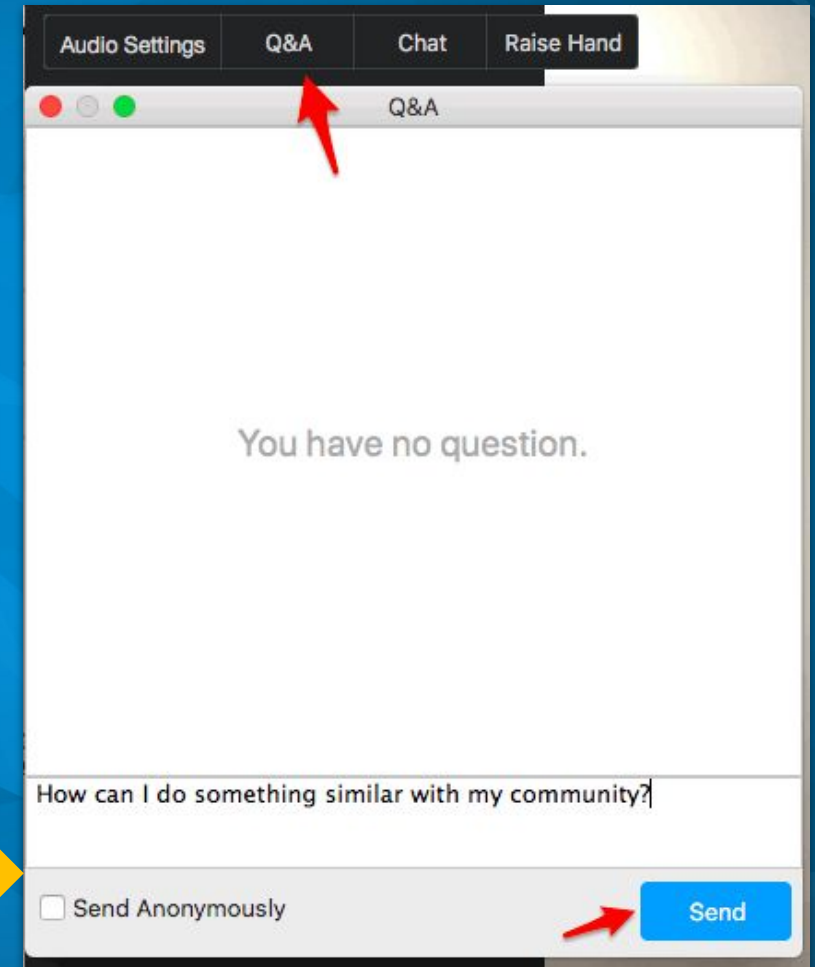
The Business Value of Developer Relations

Vanilla

Webinar Cheat Sheet

ID : 272-491-303

- * Audio is available through your computer or via your phone
- * All attendees are automatically muted.
- * You can communicate with us through the questions panel shown here.



Host



Adrian Speyer

Head of Community & Lead Evangelist @vanilla


 @adrianspeyer

Guest Speaker



Mary Thengvall

Founder of Persea Consulting

 @mary_grace

The Business Value of Developer Relations:

How and Why
Technical Communities
are Key to Your Success

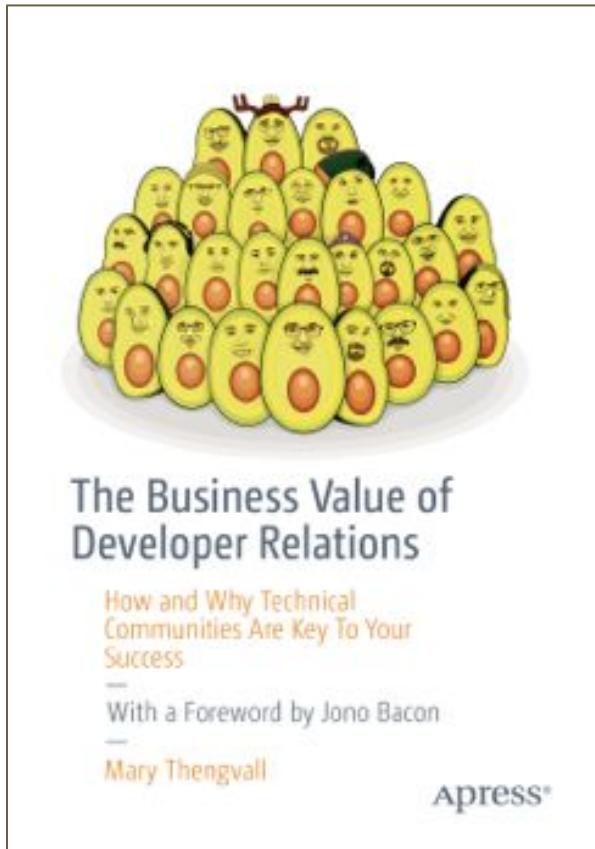


Mary Thengvall
Founder, Persea Consulting
@mary_grace
marythengvall.community



Persea

Consulting



DevRel

weekly



Today's Outline:

- What is Developer Relations?
- Why do we need to advocate for DevRel?
- Why do we need to put resources behind building relationships with developers?
- How do you set expectations internally with stakeholders, the board, etc.?
- Where do we start?

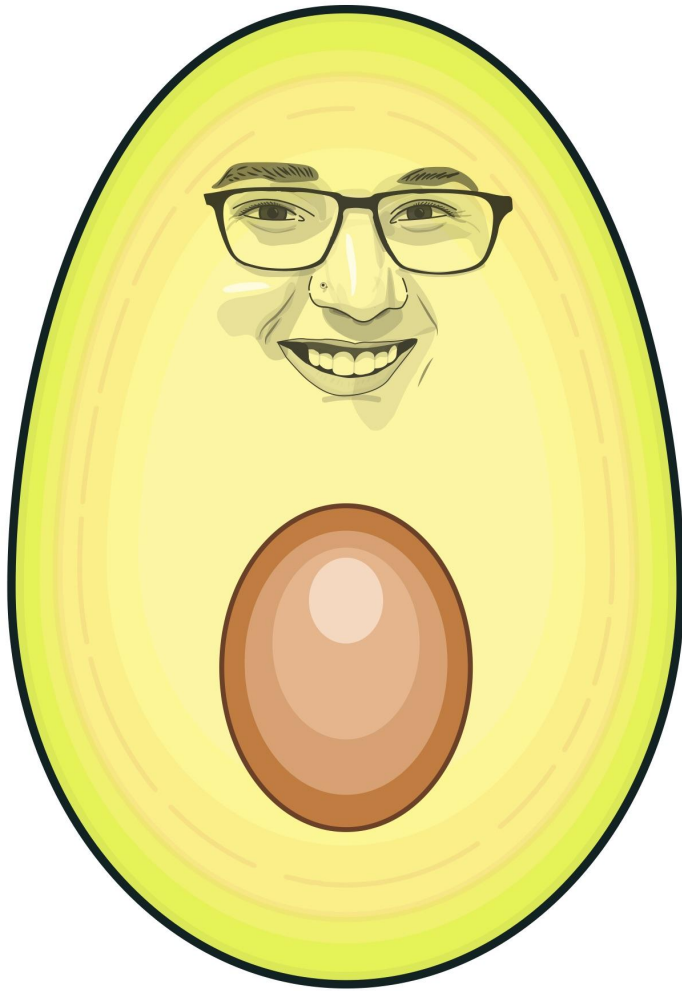
Why Avocados?



Why Avocados?



Why Avocados?



Community:

A group of people who not only share common principles, but also develop and share practices that help individuals in the group thrive.

Developer Relations:

To the community, I represent the company.

To the company, I represent the community.

I must have both of their interests in mind at all times.

DevRel vs. Community Management



Developer Relations:

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DevRel
+
Community Management
=
100

Why do we need to advocate for Developer Relations?

bit.ly/2E7FA3y

If stakeholders don't understand the business value...

- **Best case:** Square peg, round hole
- **Worst case:** Dissolution of DevRel team
- **In both cases:** Burnout, confusion, and frustration occur

*Why do we need to put
resources behind building
relationships?*



Field of Dreams, 1989



**If
you
build
it,**

**they
will
come.**

Field of Dreams, 1989

Goal #1:

Understand Developer Needs

Understand Developer Needs

- Which needs can you already meet?
- Which needs could you potentially meet in the future?
- Which needs aren't in your scope, but could be accomplished through a partnership or integration?

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

Developer Enablement

fulfilling a need

effective
onboarding

helpful
community

open to
feedback

DevRel Qualified Leads

- **Sales:** Potential customers
- **Marketing:** Case study or someone who's interested in contributing content
- **Product:** Feedback & beta testers
- **Biz Dev/Partnerships:** Integrations

Goal #2:

Improve Their Experience

Developer Experience

Developer Experience (DX) describes **the experience developers have when they use your product**, be it client libraries, SDKs, frameworks, open source code, tools, API, technology or service.

-Hackernoon

*The Best Practices for a
Great Developer Experience (DX)
bit.ly/2UVXWKA*

Developer Experience



David McKay

@rawkode

Follow



A good developer experience is making it so a developer will succeed with intuitive decisions rather than informed decisions

#dx #devrel

5:09 PM - 4 Feb 2019

bit.ly/2ByBAay

*But we could do this with
Product or Marketing...
Why do we need DevRel?*

Developer Relations:

To the community, I represent the company.

To the company, I represent the community.

I must have both of their interests in mind at all times.

How does it benefit
the community?

How does it benefit
the company?

Benefits of DevRel

- **Customers are happy**



Jeremy 🥑 in 🇨🇦 ❄️ pocalypse

@IAmJerdog

Following

At the core of the "Rel" in [#DevRel](#) is this...
Building relationships with developers
requires, as a core tenant, the mantra
"Developers don't care that you know, until
they know you care."

10:53 AM - 30 Oct 2018

bit.ly/2UTZxjR

Benefits of DevRel

- Customers are happy
- **Direct feedback from customers**

Benefits of DevRel

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- **Engaged and excited beta testers**

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- **The industry starts to pay attention**

Benefits of DevRel

- Customers are happy
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- Product roadmap feedback
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- The industry starts to pay attention
- **Your company is seen as an industry leader**

Benefits of DevRel

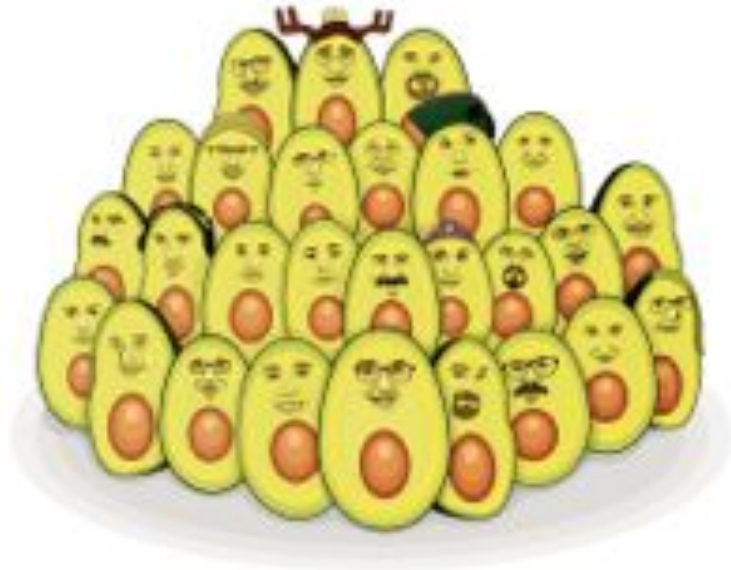
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- Engaged and excited beta testers
- Product roadmap feedback
- Customer retention / reduced customer churn
- Customers become external advocates
- The industry starts to pay attention
- Your company is seen as an industry leader
- **The community listens to what you have to say**

Now What?

Set expectations
with stakeholders.

Who are your stakeholders?

- Who outside of your immediate department is involved with the project?
- What team may be affected by the project's outcome?
- Who gains (or loses) from the success of the DevRel team?
- Can you clearly identify the benefit of this relationship for the DevRel team?
- If your relationship with this stakeholder improves, does it positively impact your team?



The Business Value of Developer Relations

How and Why Technical
Communities Are Key To Your
Success

—
With a Foreword by Jono Bacon

—
Mary Thengvall

Apress®

What's the business value?

Understanding business value is the first step of creating goals.

Goal-Setting 101

- Create a **DevRel Mission Statement**.

bit.ly/2N4Lw01

Goal-Setting 101

- Create a **DevRel Mission Statement**.
- All of your team goals should **point directly back** to the overarching **company goals**.

Goal-Setting 101

- Create a **DevRel Mission Statement**.
- All of your team goals should **point directly back** to the overarching **company goals**.
- Don't conflate **work output** with **goals**.

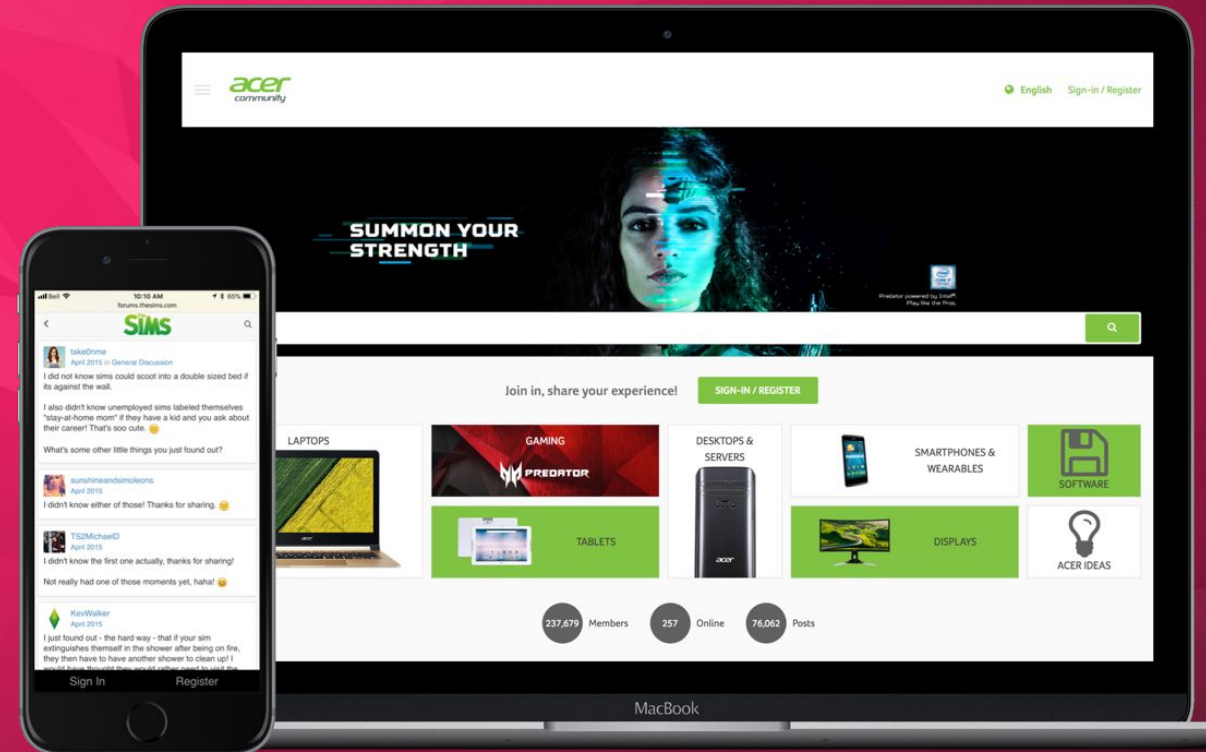
Summary:

- Developer Relations is building relationships with and advocating for a technical audience.
- DevRel needs to be advocated for so that it's properly understood in the tech industry.
- Our goal is to understand our audience so we can improve their experience.
- The benefits of DevRel.
- How to set expectations with your stakeholders.

Some info about Vanilla...

Vanilla is an online community solution helping companies:

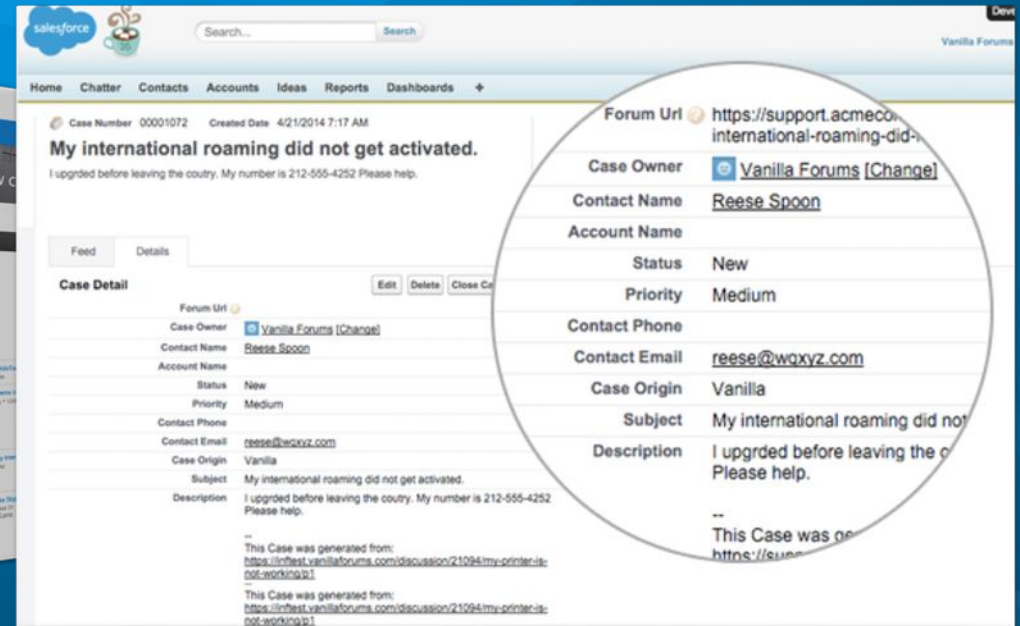
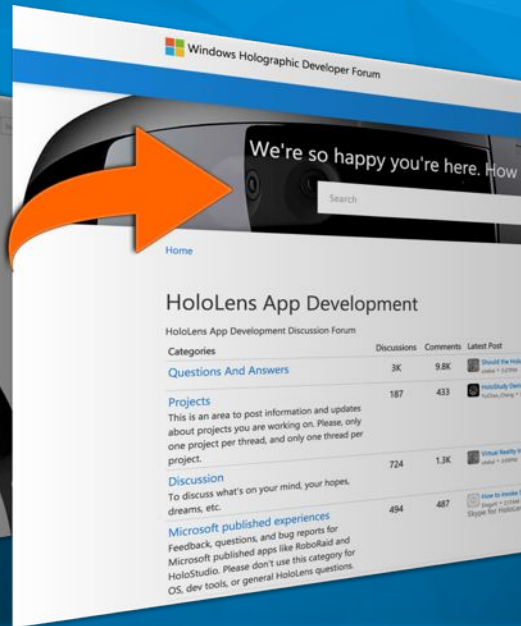
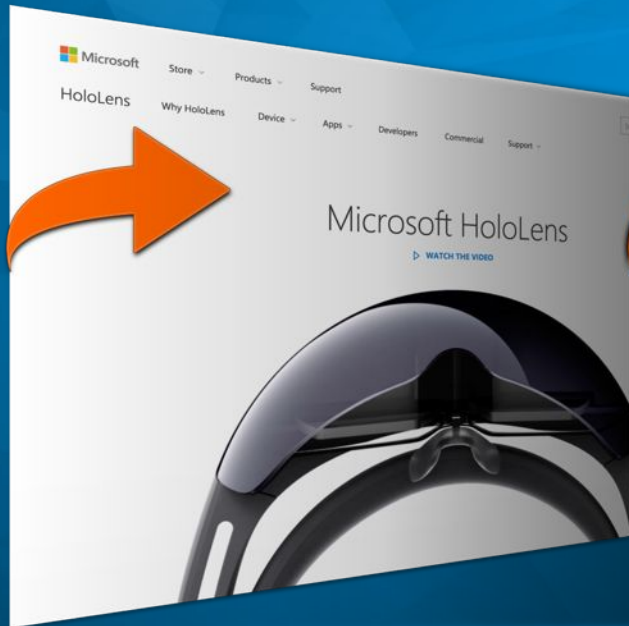
- Engage customers
- Empower advocates
- Reduce Support Costs
- Drive Loyalty



User Experience



Seamless Integration



SuccessTeam™



Train



Launch



Grow

Vanilla for business
handles over
3 BILLION
discussions yearly



For thousands
of beloved brands

Vanilla

Questions



Questions?

Mary Thengvall
Founder, Persea Consulting

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*The Business Value of
Developer Relations:*

Apress.com

Amazon.com

BarnesandNoble.com