

Developer Relations: The Good Kind of Fat

Why Avocados?



Why Avocados?



Why Avocados?



Who Am I? (Pre-Avocado)



~~Who Am I? (Pre-Avocado)~~

Who's the Dog?



Who Am I? (Pre-Avocado)





@mary_grace



Persea

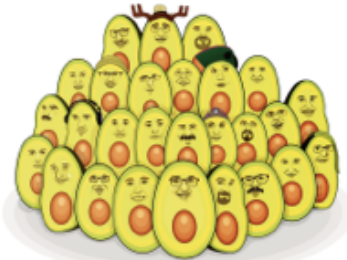
Consulting

*The mission of Persea Consulting
is to **provide resources** about
Developer Relations & Community Management
for those who are practicing in those areas
as well as business decision makers
who are trying to **understand the
business value** of these initiatives.
In doing so, we **move the entire industry forward.***



Persea

Consulting



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®

DevRel
weekly



But really... why Avocados?



Community:

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:

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.

Principle #1:

Avocados are the
good kind of fat.

Avocados are the good kind of fat.

DevRel Qualified Leads



Avocados are the good kind of fat.

DevRel Qualified Leads

DevRel Qualified Leads

- **Marketing:** Case study or guest content
-
-
-
-
-

DevRel Qualified Leads

- **Marketing:** Case study or guest content
- **Product:** Feedback & beta testers
-
-
-
-

DevRel Qualified Leads

- **Marketing:** Case study or guest content
- **Product:** Feedback & beta testers
- **Engineering:** Hard-to-solve bugs
-
-
-

DevRel Qualified Leads

- **Marketing:** Case study or guest content
- **Product:** Feedback & beta testers
- **Engineering:** Hard-to-solve bugs
- **Biz Dev/Partnerships:** Integrations
-
-

DevRel Qualified Leads

- **Marketing:** Case study or guest content
- **Product:** Feedback & beta testers
- **Engineering:** Hard-to-solve bugs
- **Biz Dev/Partnerships:** Integrations
- **Recruiting:** Potential new hire
-

DevRel Qualified Leads

- **Marketing:** Case study or guest content
- **Product:** Feedback & beta testers
- **Engineering:** Hard-to-solve bugs
- **Biz Dev/Partnerships:** Integrations
- **Recruiting:** Potential new hire
- **Sales:** Potential customers

Avocados are the good kind of fat.

DevRel Qualified Leads

=

Business Value

Avocados are the good kind of fat.

DevRel Qualified Leads

=

Community Value



Avocados are the good kind of fat.

DevRel Qualified Leads

=

Community Value

Avocados are the good kind of fat.

Avocados are the good kind of fat.

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

Avocados are the good kind of fat.

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

Principle #2:

Avocados take on
the flavor of things
around them.

Avocados take on the flavor
of things around them.



We check
what Twilio
did

We copy
it on
a lower
budget

We buy beers
for
developers

Doug in marketing
asks
what our team
is for.
CEO notices.
Team disbanded.

Avocados take on the flavor of things around them.



David Spinks
@DavidSpinks

Following

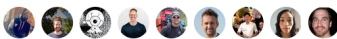
“If you try to start things at scale, they won’t work.” -[@mwseibel](#) on how to replicate [@ycombinator](#) success.

HUGE lesson for every community builder. Don’t replicate how a successful community looks today. Replicate how they started (small and focused).

[#startupgrind](#)

10:32 AM - 13 Feb 2019

31 Retweets 110 Likes



4



31



110



Avocados take on the flavor
of things around them.

Avocados take on the flavor
of things around them.

Avocados take on the flavor of things around them.

- Why do you want a community?

Avocados take on the flavor of things around them.

- Why do you want a community?
- What do you hope to accomplish?

WHY do you want a community?

WHY do you want a community?

What do you hope to accomplish
with this community?

*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.

Principle #3:

Avocados go well
with many different
cuisines.

Avocados go well with many different cuisines.

*We use our super powers to help Keen IO
grow into a sustainable business
by supporting other teams within the organization
(our internal community) in accomplishing their missions
and helping our customers, partners, investors, advisors,
fans, friends & family, etc (our external community)
be everything they dream to be.*

-Keen Community Team Mission

What is it that only
DevRel can do?

Principle #4:

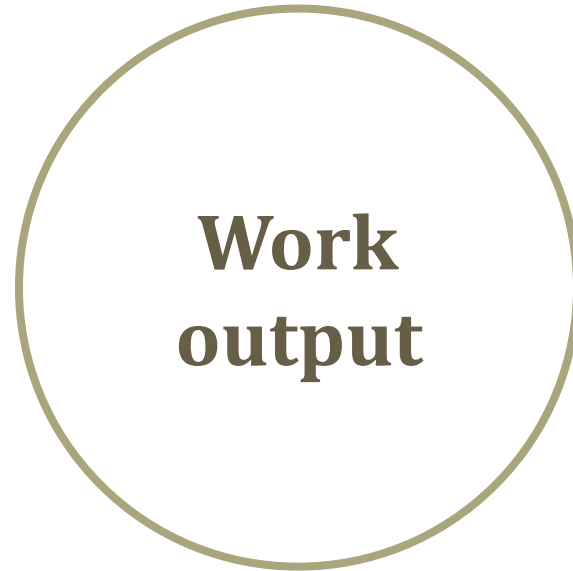
Avocados take a
long time to ripen

Avocados take a long time to ripen.

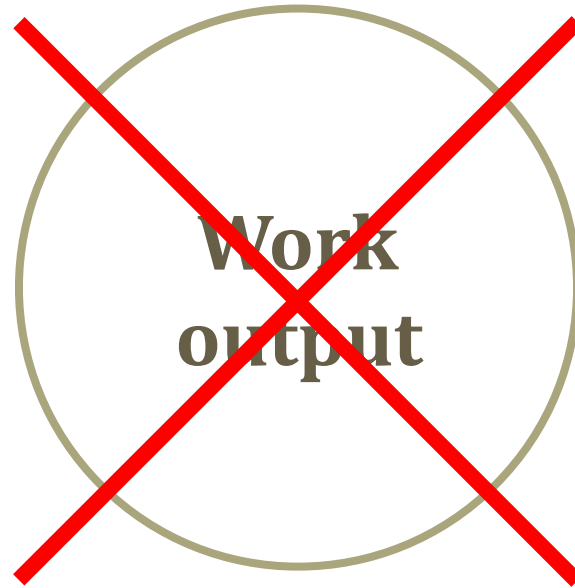
Avocados take a long time to ripen.



Avocados take a long time to ripen.



Avocados take a long time to ripen.



Avocados are the good kind of fat.

Avocados are the good kind of fat.

DevRel Qualified Leads

Avocados take a long time to ripen.

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.

1. Avocados are the good kind of fat.

1. Avocados are the good kind of fat.
2. Avocados take on the flavor of things around them.

1. Avocados are the good kind of fat.
2. Avocados take on the flavor of things around them.
3. Avocados go well with many different cuisines.

1. Avocados are the good kind of fat.
2. Avocados take on the flavor of things around them.
3. Avocados go well with many different cuisines.
4. Avocados take a long time to ripen.

1. Avocados are the good kind of fat.
2. Avocados take on the flavor of things around them.
3. Avocados go well with many different cuisines.
4. Avocados take a long time to ripen.

Bonus Principle:

Avocados are good
for your heart.

Avocados are good for your heart.

A happy community and a healthy product are good for the heart of every company.



Questions?

Mary Thengvall
Founder, Persea Consulting

persea-consulting.com

[@mary_grace](https://twitter.com/mary_grace)
mary@persea-consulting.com

*The Business Value of
Developer Relations:*

Apress.com

20% off - DevRelSCALE