Leveraging the Power of the Community

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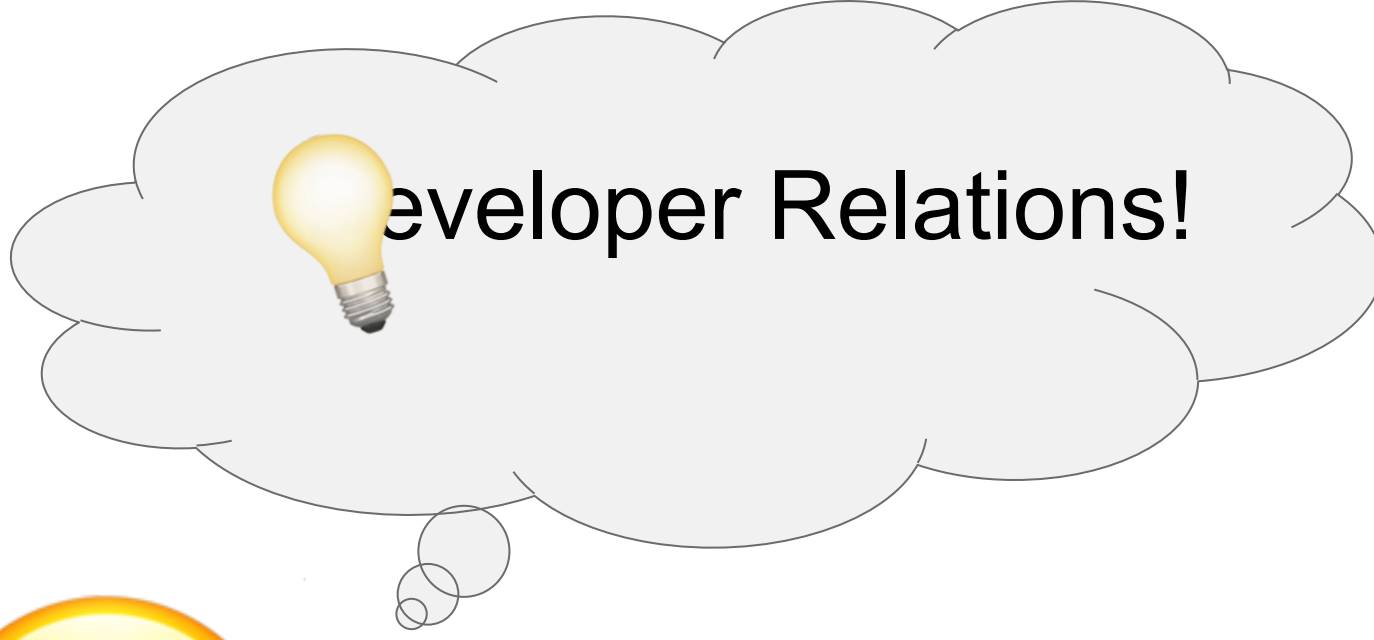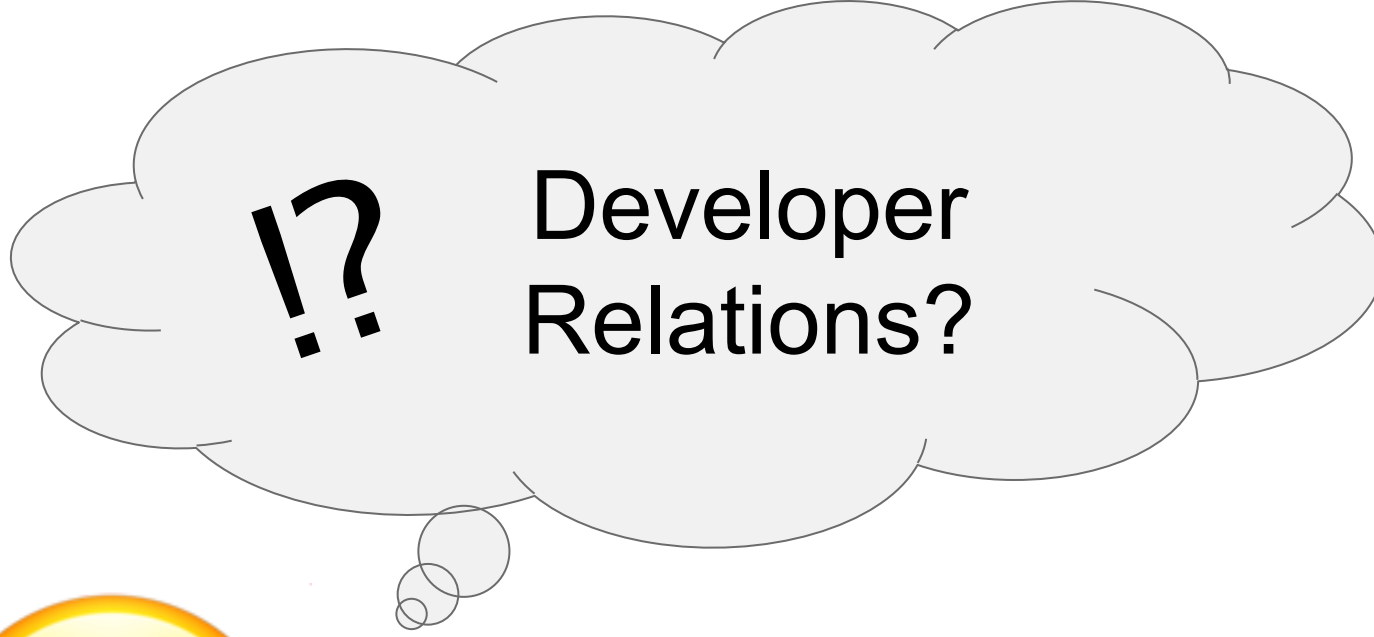
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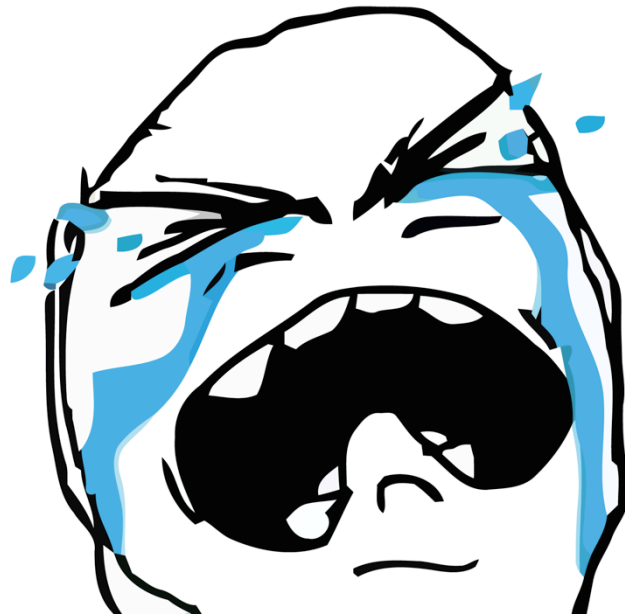
Persea
Consulting

Metrics:
The Bane of Our Existence

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The Way to Prove Value.

DevRel Qualified Leads

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

DevRel Qualified Leads

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

Why "Qualified Leads"?

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➔ It highlights the unique value of DevRel.

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

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➔ It highlights the unique value of DevRel.

➔ We need a metric that can be used across the industry for every DevRel initiative..