

DEVELOPING DEVREL
METRICS & GOALS

DEVRELCON EARTH 2020

@MARY_GRACE

AGENDA

- ▶ Company Scope
- ▶ DevRel Mission Statement
- ▶ Company Goals vs. DevRel Goals
- ▶ AAARRRP
- ▶ Libby Boxes
- ▶ Value/Effort Matrix
- ▶ DevRel Qualified Leads

EMBERDOG API

▶ Vision:

Create a world in which humans can realize the full potential of our canine friends.

▶ Mission:

We believe every dog should be able to communicate their desires, needs, and emotions to their human. EmberDog API provides a platform for dogs and humans alike to build tooling that will enhance communication between dogs, their humans, and their human's caregivers.



**EMBERDOG PUPS MCGEE,
COFOUNDER & CDO**

DEVREL MISSION STATEMENT

DEVREL MISSION STATEMENT

We're doing
`x` (what),
for `y` (who),
because `z` (why).

DEVREL MISSION STATEMENT

WHAT

WHO

WHY

- ▶ What does a win look like?
- ▶ What are the highlights of a successful day?
- ▶ What happens when you're doing your best work?
- ▶ Who or what do we impact with our projects?

DEVREL MISSION STATEMENT

The EmberDog DevRel team exists to provide resources for the greater technical community so that they can more easily integrate with EmberDog API, thereby leading a more fulfilling life with their dog companions.

COMPANY GOALS VS. DEVREL GOALS

What do you hope to accomplish
with a community?

COMPANY GOALS VS. DEVREL GOALS

Company Goals should drive DevRel Goals

- ▶ Awareness
- ▶ Feedback
- ▶ Thought Leadership

DEVREL PIRATE METRICS (AAARRRP)

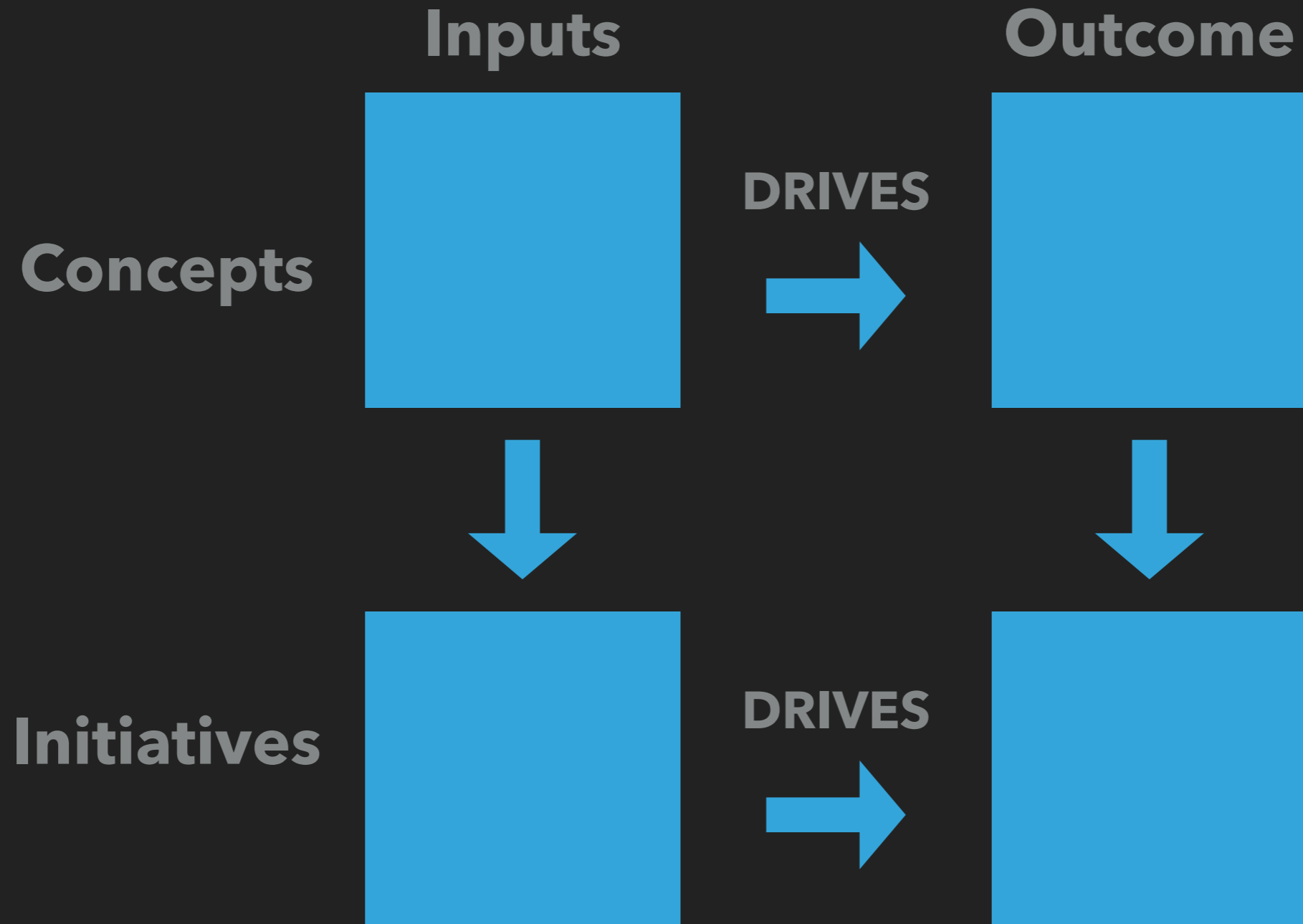
- ▶ Awareness
- ▶ Acquisition
- ▶ Activation
- ▶ Retention
- ▶ Revenue
- ▶ Referral
- ▶ Product



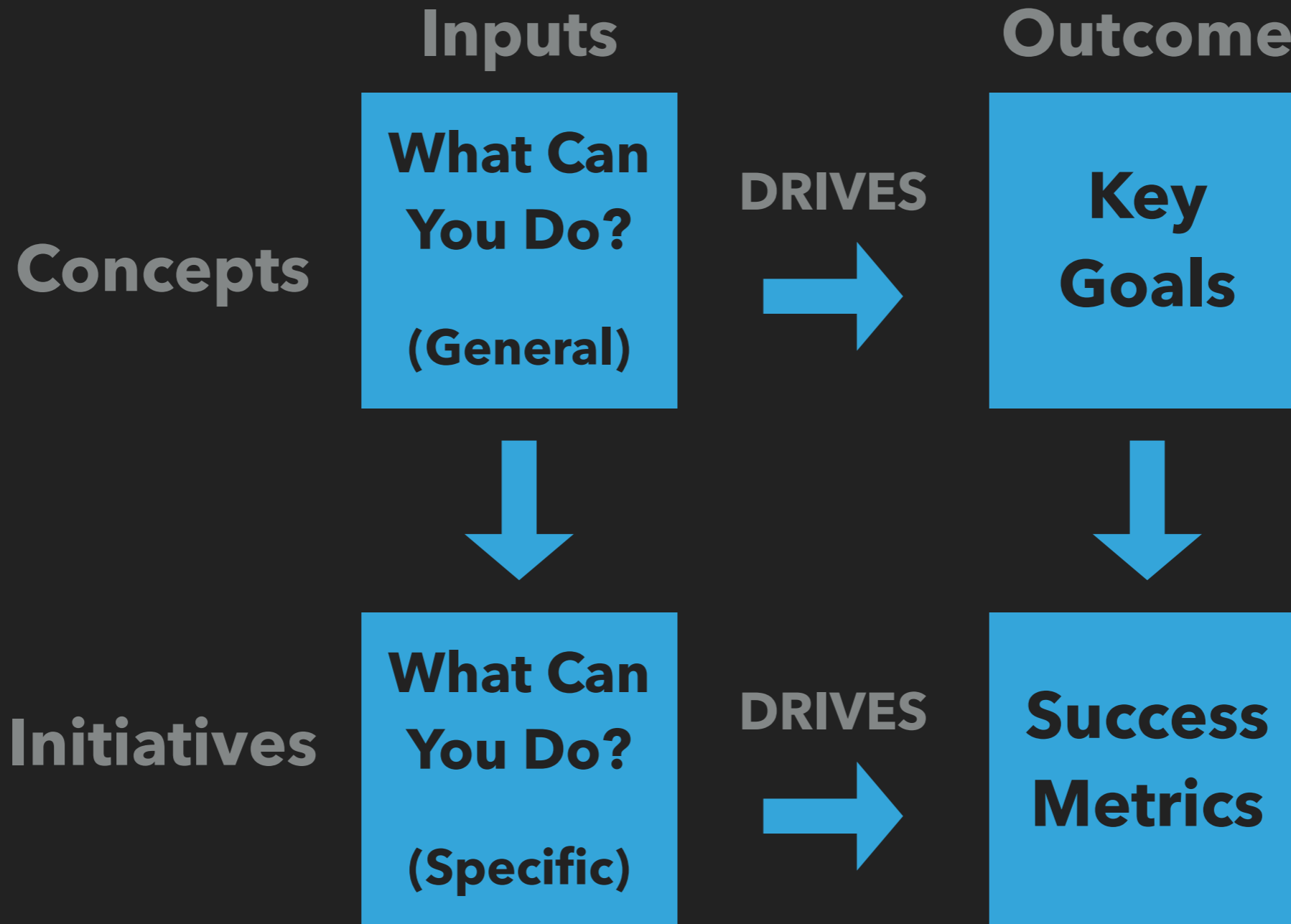
Phil Leggetter

LIBBY BOXES

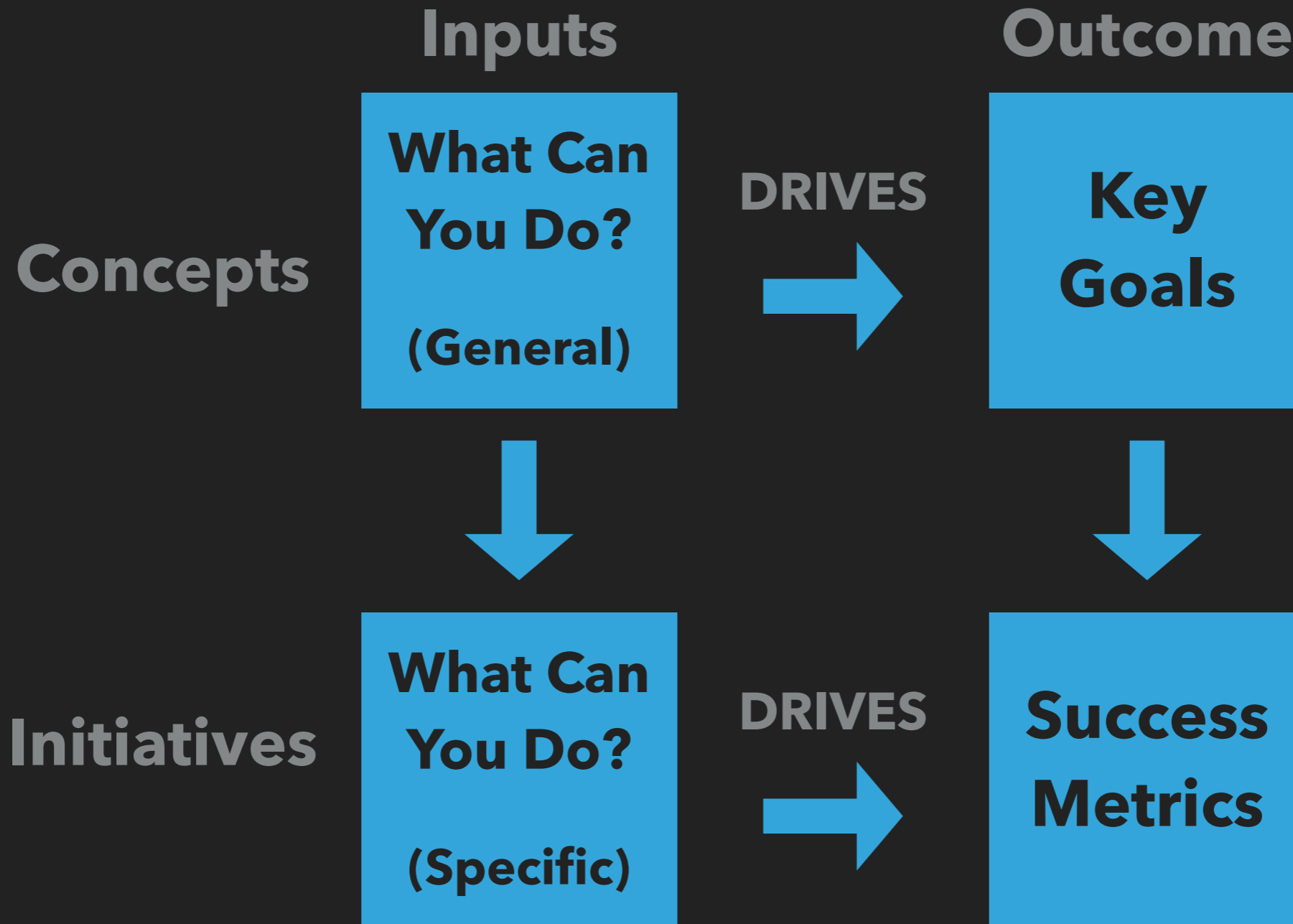
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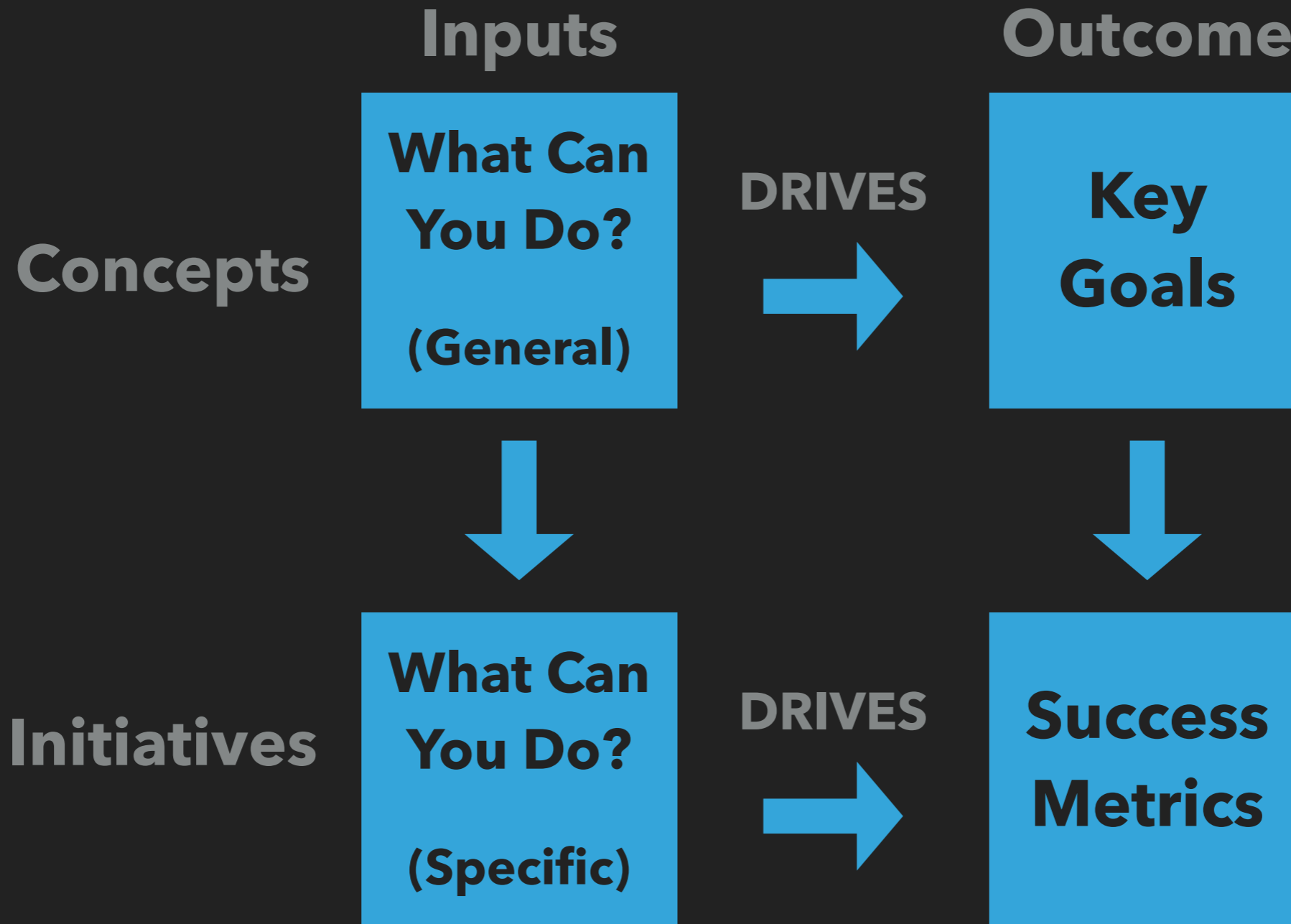
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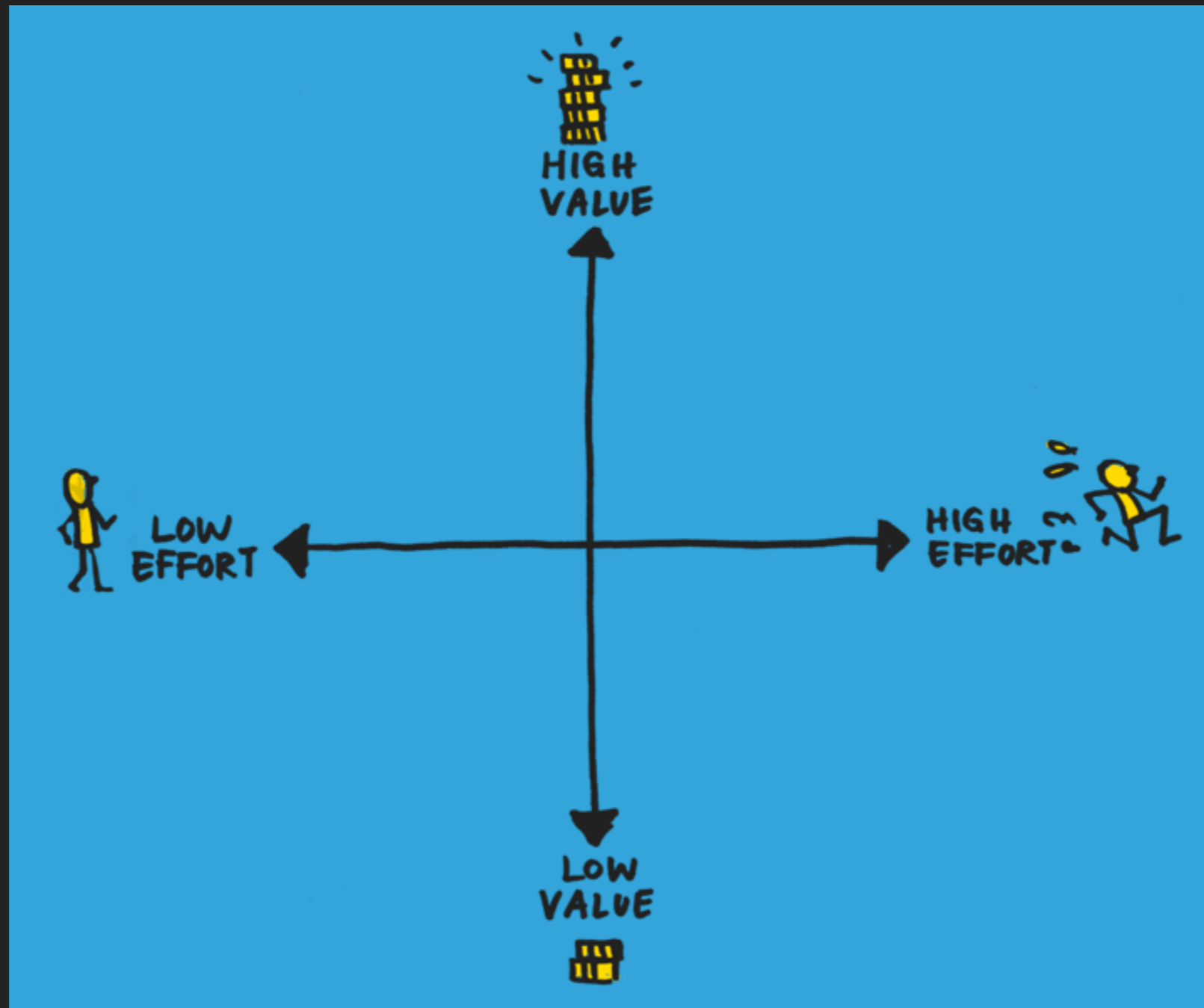
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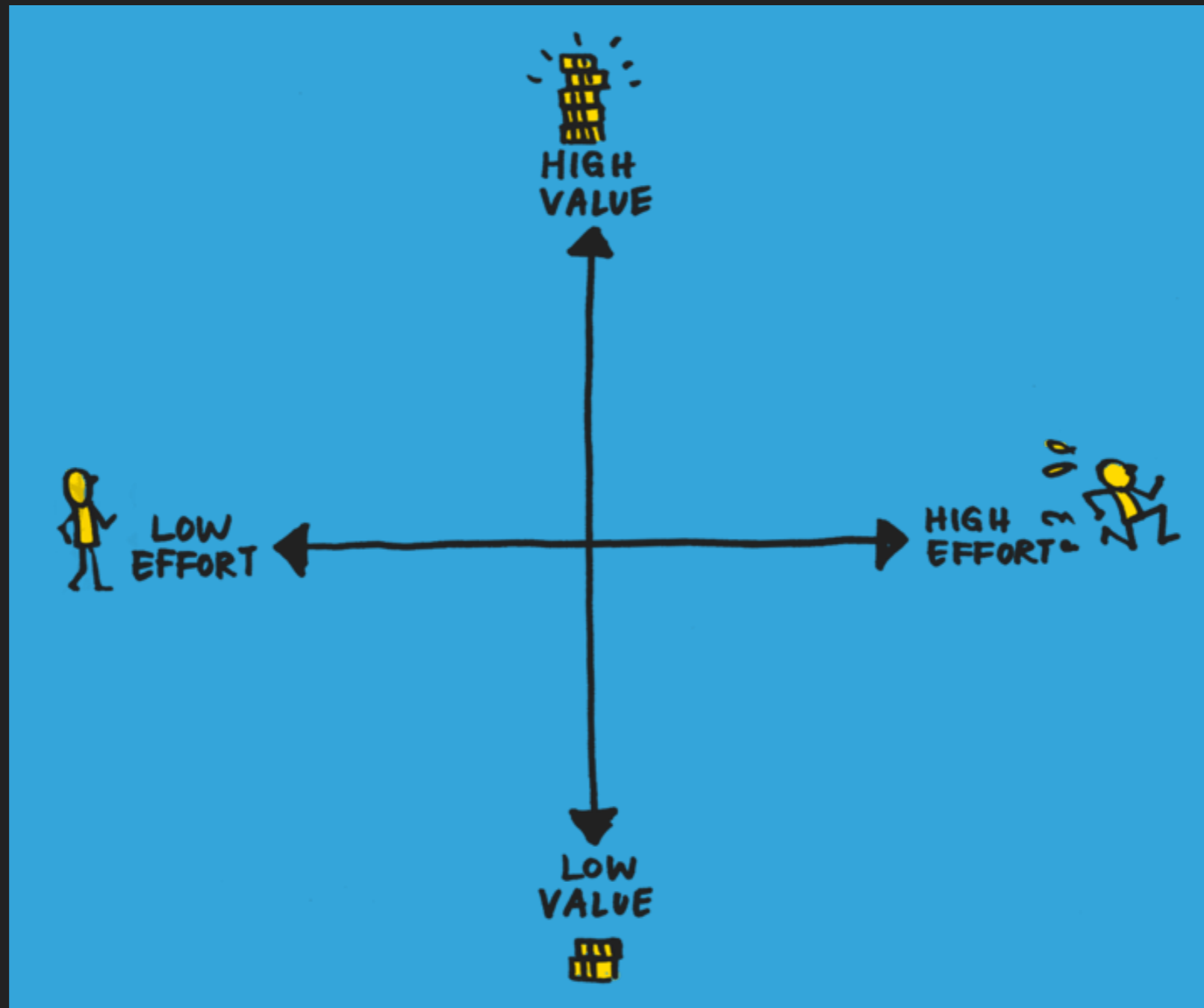
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VALUE / EFFORT MATRIX



VALUE / EFFORT MATRIX



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 hires
- ▶ **Sales:** Potential customers