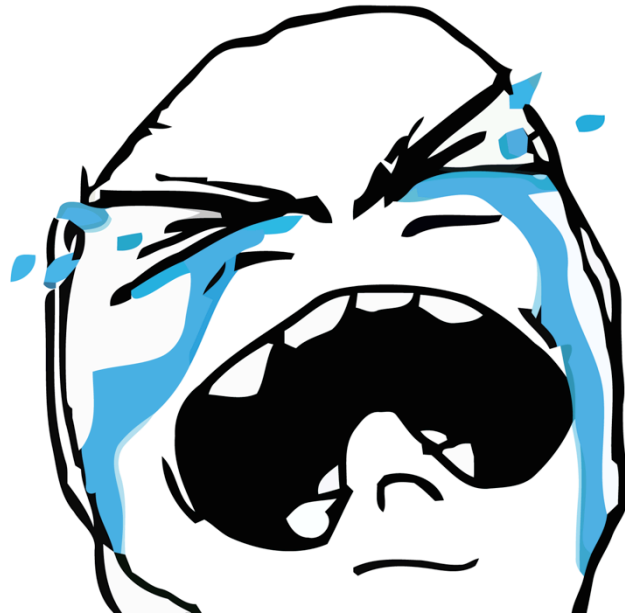


Don't Create, Re-Use!

How to Repurpose a
Common Business Metric
for Your Community Success

Metrics: The Bane of Our Existence



Metrics:

~~The Bane of Our Existence~~

The Way to Prove our Value.

DevRel Qualified Leads

or

Community Qualified Leads



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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 “Qualified Leads”?

Why “Qualified Leads”?

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

DevRel Qualified Leads

or

Community Qualified Leads



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DevRel/Community Qualified Leads

→ **Marketing:** Case Study or Guest Content

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- **Recruiting:** Potential new hires
- **Sales:** Potential customers

DevRel and Community
Qualified Leads
=
Business Value

DevRel and Community
Qualified Leads
=
Community Value



DevRel and Community
Qualified Leads
=
Community Value

Why “Qualified Leads”?

- It's an accepted term in the business world.
- It highlights our unique value.

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

Why “Qualified Leads”?

- It's an accepted term in the business world.
- It highlights our unique value.
- We need a single metric that can be used across the industry.

DevRel or Community Qualified Leads:

One Way to
Prove our Value.



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