

Communities aren't funnels: Try the Orbit Model instead

Josh Dzielak · DevRelCon London - December 11, 2019

I'm Josh

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He/him

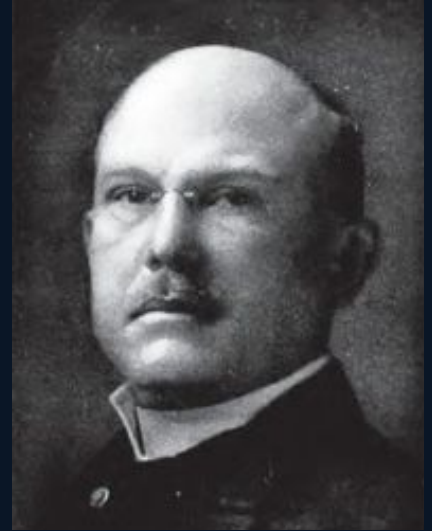


Always on brand 🟢

The Orbit Model is a tool for building enthusiastic communities



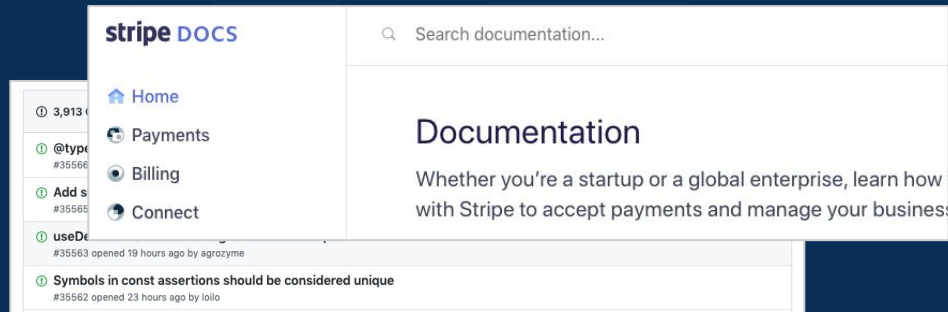
Elias St. Elmo Lewis
created the marketing
funnel in 1898



"that's my real name!"

Welcome to the Year 2020 🎉

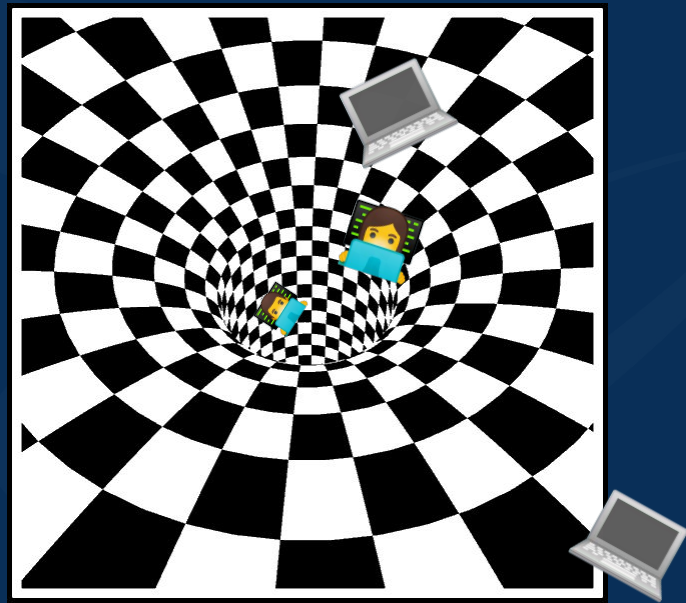
Software is adopted, not sold.



Adoption is a new science.

- happens slowly over time
- use long before you buy
- discovery is word-of-mouth
- community is the engine

Applied to adoption, the funnel is a downward spiral.



The following examples will be awkward.

“How many leads came from our last meetup?”

The answer is **42**.

“Can you share that developer’s email with the sales team?”

Sorry, my laptop keeps dropping the wifi.



Introducing The Orbit Model

The Orbit Model helps you:



Explain what it
is you do as a
DevRel



Identify key
developers
to work with



Measure and
communicate
your impact

The fundamental equation:

$$\text{Gravity} = \text{Love} \times \text{Reach}$$

Love

Expert knowledge

High satisfaction

Part of the tribe

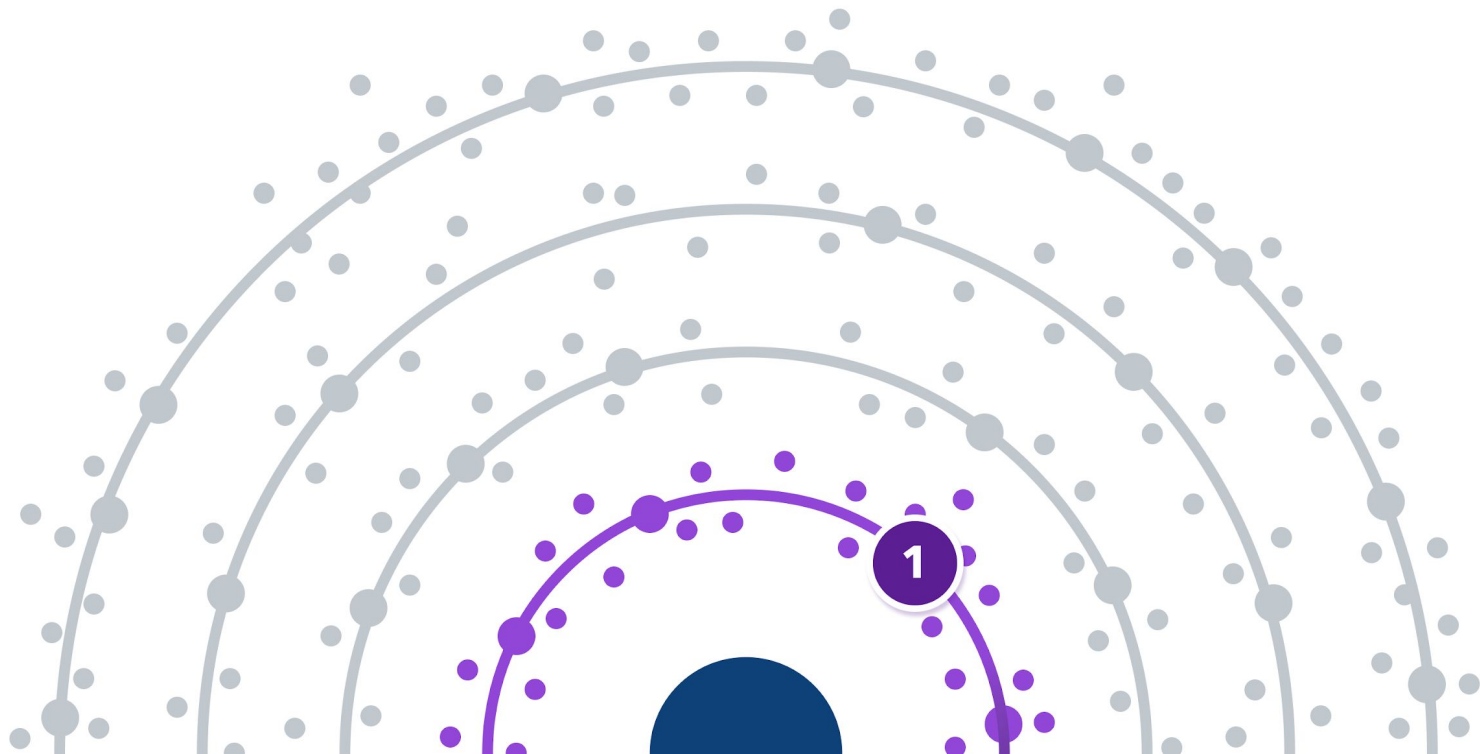
Reach

Well-connected

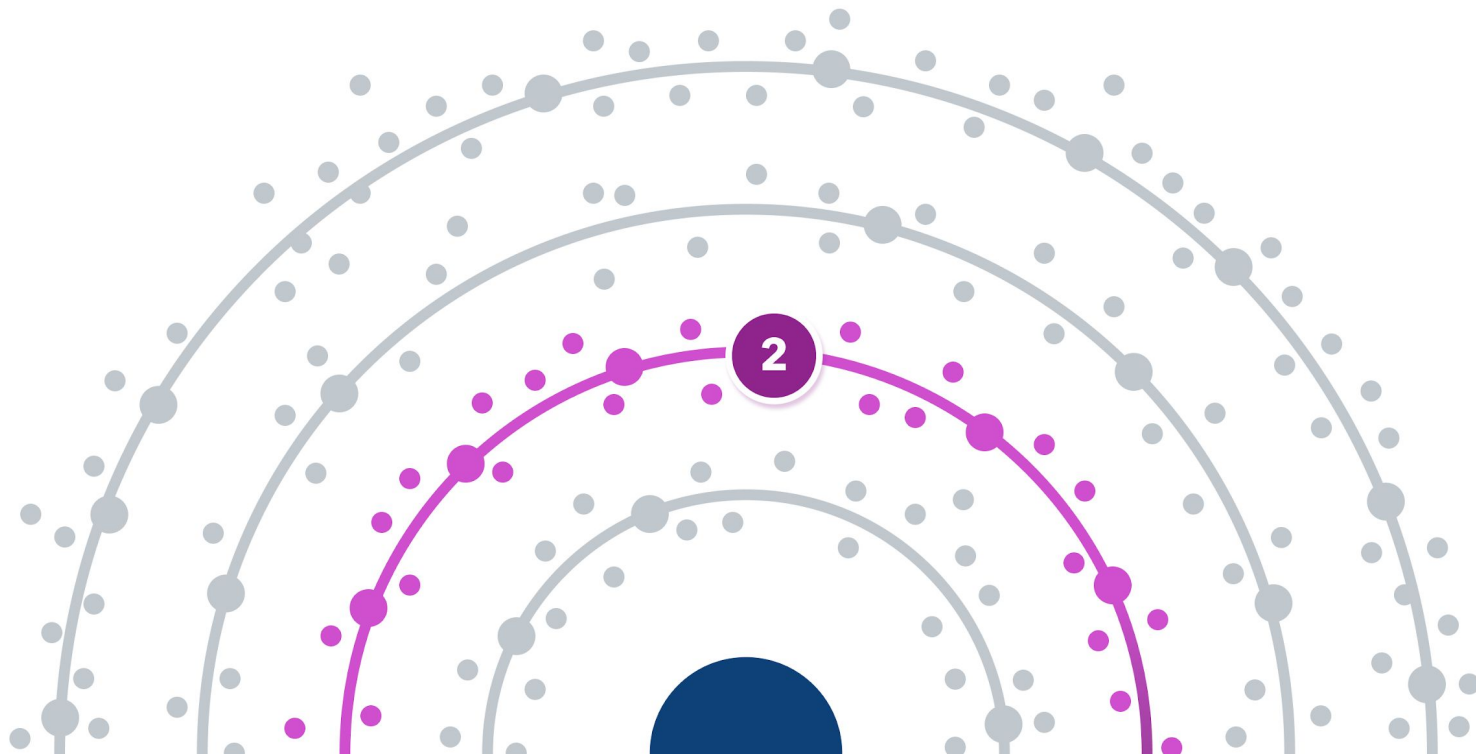
Respected by peers

Passion for teaching

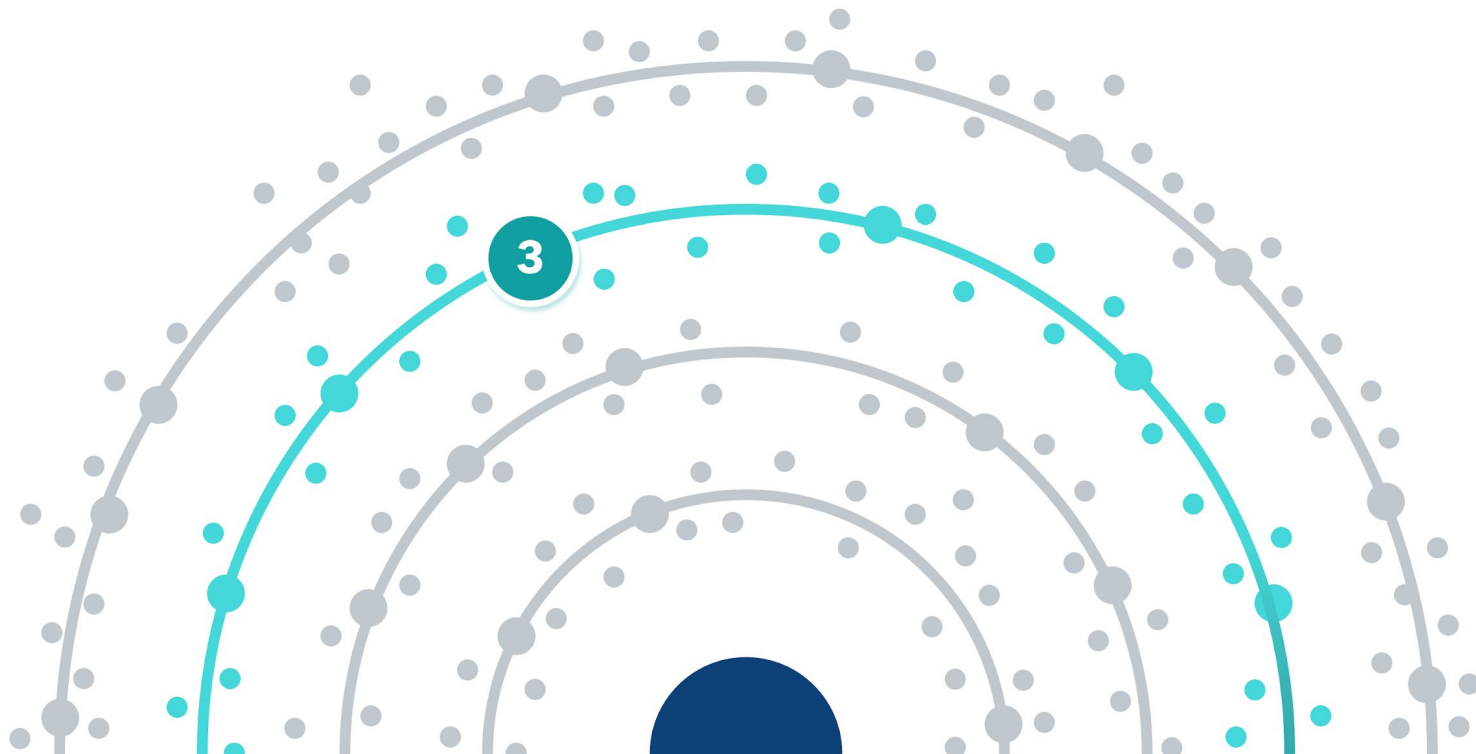
Ambassadors



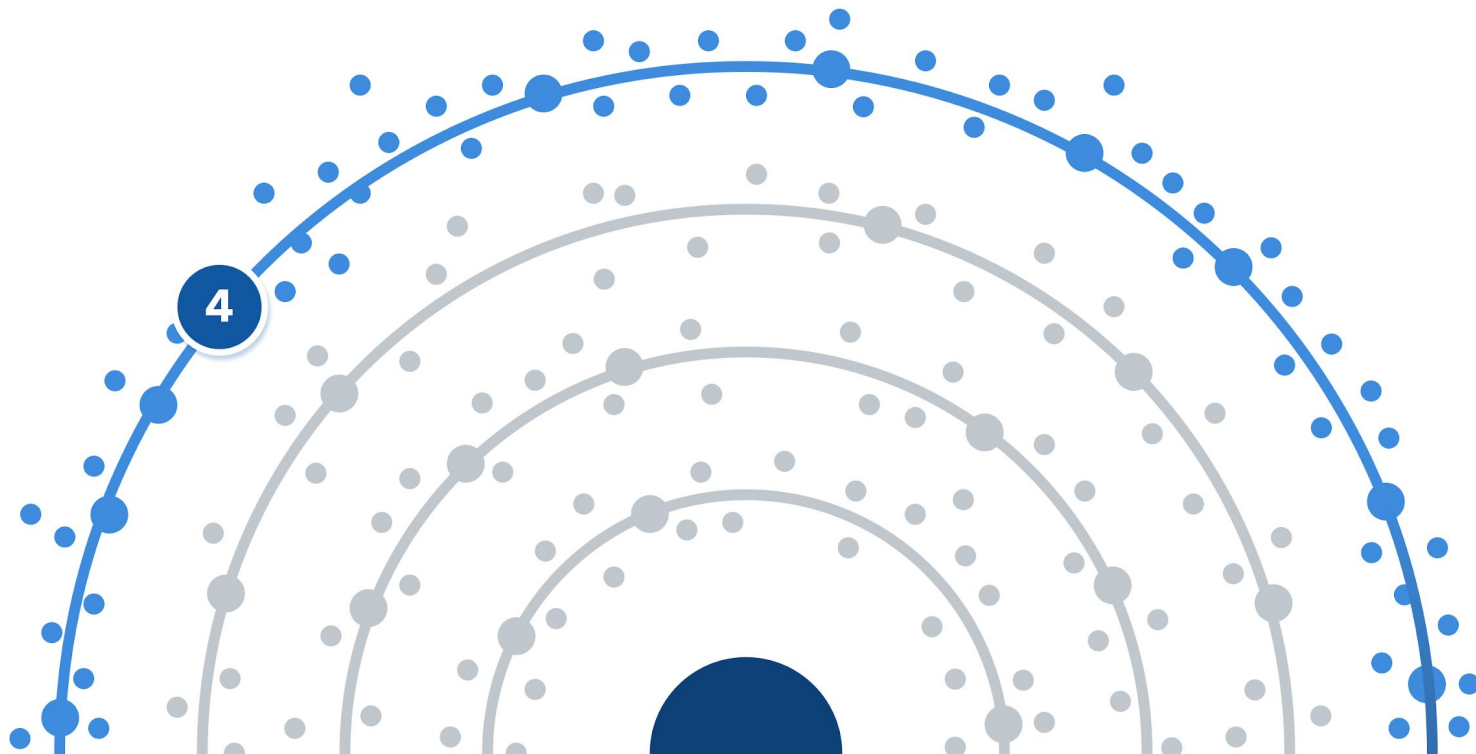
Fans



Users



Observers



Answers to the quiz later

- Software is adopted, not sold
- If you do DevRel, you do adoption
- Funnel : Conversion :: Orbit : Adoption
- Orbit Model is incrementally adoptable

Thank you!

github.com/orbit-love/orbit-model

