



# From Funnels to **Flywheels**

Phil Leggetter and Matthew Revell



We've been talking  
about this since the  
first DevRelCon





In those nine years...



In those nine years... we've begged





# In those nine years... we've borrowed







But DevRel is still in its **infancy**



# Who has better framework maturity than DevRel?

- ✓ Sales
- ✓ Marketing
- ✓ Product Management
- ✓ Engineering
- ✓ HR





# Who has better framework maturity than DevRel?

✓ Sales

✓ Marketing

✓ **Product Management**

✓ Engineering

✓ HR





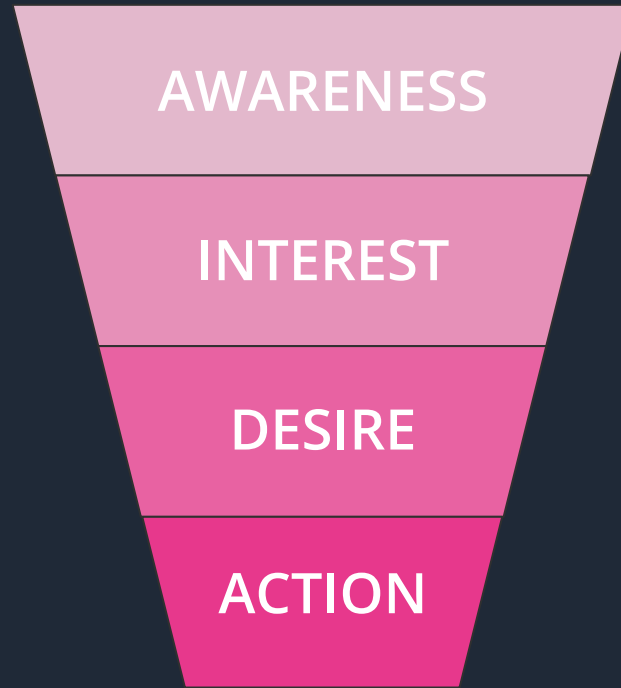
# Review of what we have now



# Funnel



# Funnel: Origin story





# Funnel: Origin story

Elmo St Elmo Lewis

Late 1800s

So old, this bloke's photo is in sepia



**AWARENESS**

**INTEREST**

**DESIRE**

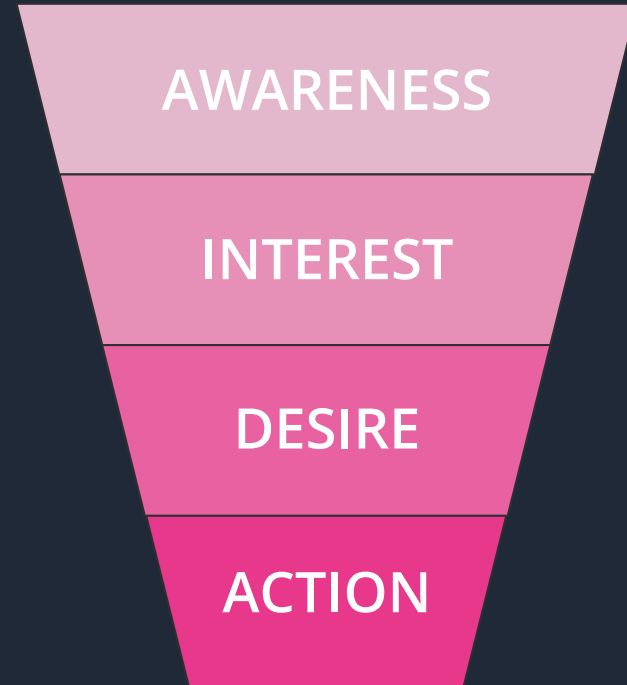
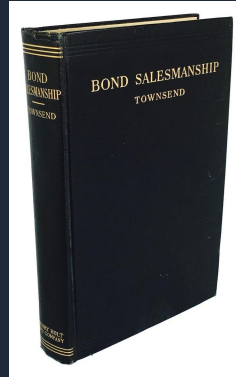
**ACTION**



# Funnel: Origin story

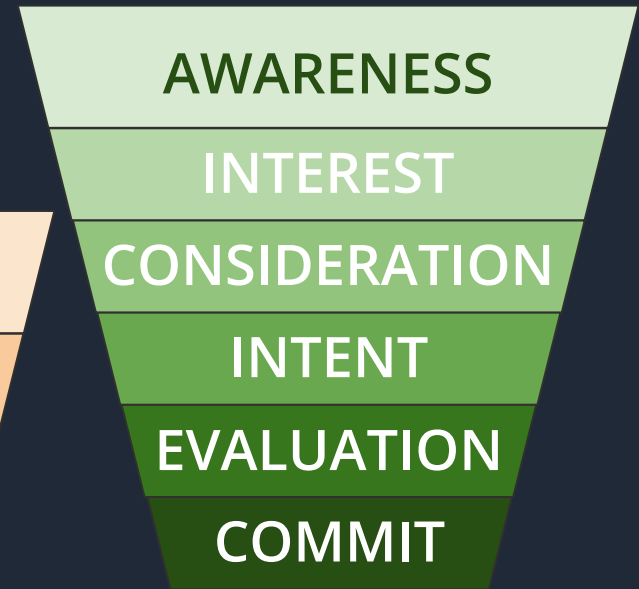
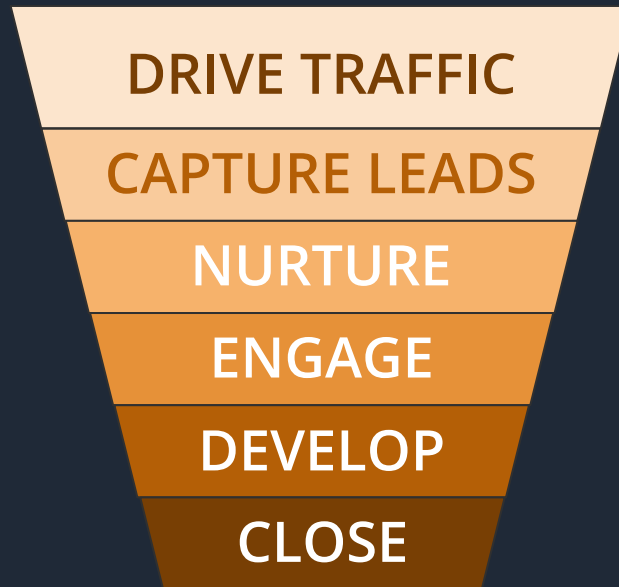
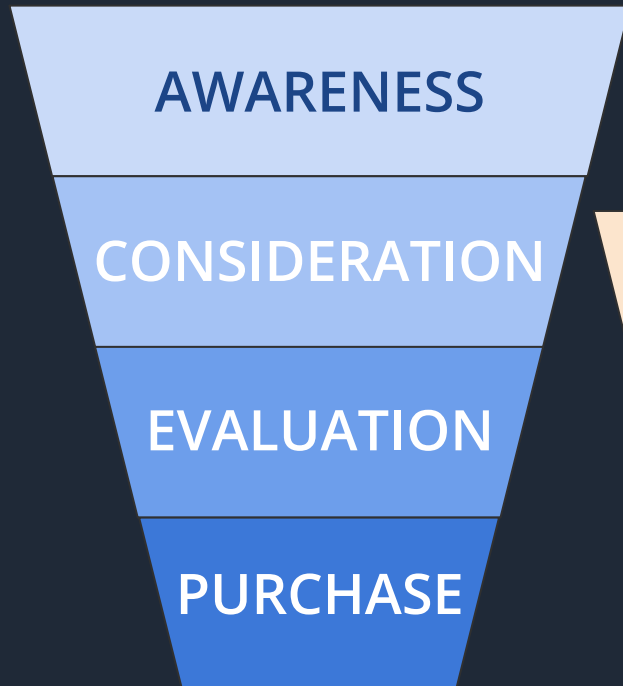
William Townsend

1924





# Funnel: Origin story







# Funnel: the good bits

Funnel stage is a useful way to **predict** what someone **needs**

Gives you a **common language** when talking to your sales and marketing colleagues

Should reflect where someone is in their **product journey**

**Focuses your attention** on people most likely to deliver a **return**

It's **flexible**, so you can adapt it to your needs



# Funnel: the bad bits

Too linear to capture the reality of how people engage

Focuses on one goal at the expense of others

That focus makes people disposable

Does not encourage systemic thinking



**AAARRRP**



# AAARRRP: Origin story



\*reminder: National Talk Like a Pirate Day is Sept 19th

## Startup Metrics for Pirates: **AARRR!!!**

(Startup Metrics for Product Marketing & Product Management)



Dave McClure  
Master of 500 Hats

blog: <http://500hats.typepad.com/>  
website: <http://www.500hats.com/>  
slides: <http://slideshare.net/dmc500hats/>

<http://www.slideshare.net/dmc500hats/startup-metrics-for-pirates-long-version>



# AAARRRP: Origin story

## Customer Lifecycle: 5 Steps to Success

- **A** **Acquisition**: users come to the site from various channels
- **A** **Activation**: users enjoy 1<sup>st</sup> visit: "happy" user experience
- **R** **Retention**: users come back, visit site multiple times
- **R** **Referral**: users like product enough to refer others
- **R** **Revenue**: users conduct some monetization behavior

AARRR!





# AAARRRP: Origin story

## Validated learning with pirate metrics (AARRR)



Source: Gartner

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Gartner,  
Digital Markets



# AAARRRP: Origin story

- **Acquisition**: Get developers through the door: signup, download etc.
- **Activation**: Have developers achieve the "Hello, World!"
- **Retention**: Continue to use your product
- **Revenue**: Pay to use the product
- **Referral**: Love your brand and product so much they tell others



# AAARRRP: Origin story

- **Awareness**: Grow brand and product awareness with developers
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# AAARRRP: How to use it

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# AAARRRP: How to use it - goals

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# AAARRRP: How to use it - activities

- **Awareness:** Grow brand and product awareness with developers
  - **Written content**
  - **Video content**
  - **Demos**
  - **Events -> Sponsorships**
  - **Events -> Talks**
  - **Working with influencers**
  - **...**



# AAARRRP: How to use it - activity analysis

	Awareness	Acquisition	Activation	Retention	Referral	Revenue	Product	Product Weighting	Awareness Weighting	Goal Alignment	Score	
Docs -> Product Guides	N	N	Y	Y	N	Y	Y	3	1	2	8	
Docs -> References	N	N	Y	Y	N	Y	Y	3	1	2	8	
Docs -> Quick starts	N	N	Y	Y	N	Y	Y	3	1	2	8	
Docs -> Tutorials	Y	N	Y	Y	N	Y	Y	3	2	3	15	
Libraries	N	N	Y	Y	N	Y	Y	2	1	2	6	
Sample Apps	Y	Y	Y	Y	Y	N	Y	2	3	3	15	
Blog -> Tutorials	Y	Y	Y	Y	Y	N	N	3	3	2	12	
Blog -> Hacks	Y	Y	N	Y	Y	N	N	2	3	1	5	
Blog -> Thought Leadership	Y	N	N	Y	Y	N	N	2	3	1	5	
Webinars	Y	N	Y	Y	Y	N	N	1	2	2	6	
Events -> Hackathons	Y	Y	Y	N	N	N	Y	2	3	3	15	
Events -> Sponsorship	Y	N	N	N	N	N	N	1	3	1	4	
Events -> Booths	Y	Y	N	N	N	N	N	2	3	1	5	
Talks -> Conferences	Y	N	N	N	Y	N	N	1	3	1	4	
Talks -> Meetups	Y	N	N	N	Y	N	N	1	2	1	3	
Talks -> Societies	Y	N	N	N	Y	N	N	1	1	1	2	



# AAARRRP: the good bits

Proven to help teams with their DevRel strategy including Kong, Couchbase, Equinix, Huawei, ... and Nexmo/Vonage.

Customizable, systematic, and analytical approach

Ensures alignment with company goals and with stakeholders



## AAARRRP: the bad bits

It's not really a funnel so **doesn't consider the full developer journey**

Doesn't consider the cyclical nature of communities a.k.a. **no flywheel consideration**



# The Orbit Model



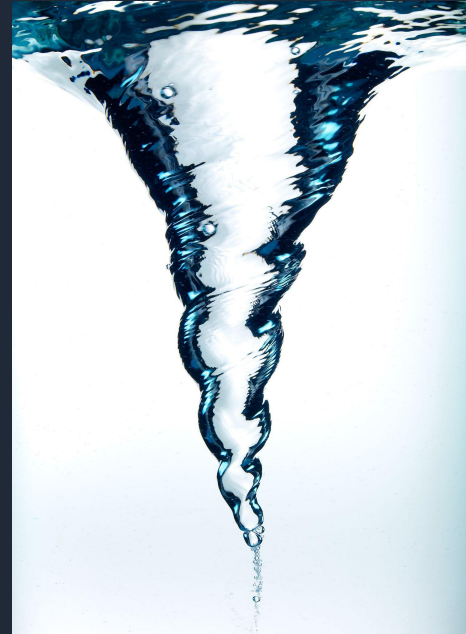
# Orbit Model: Origin story







# Orbit Model: Origin story





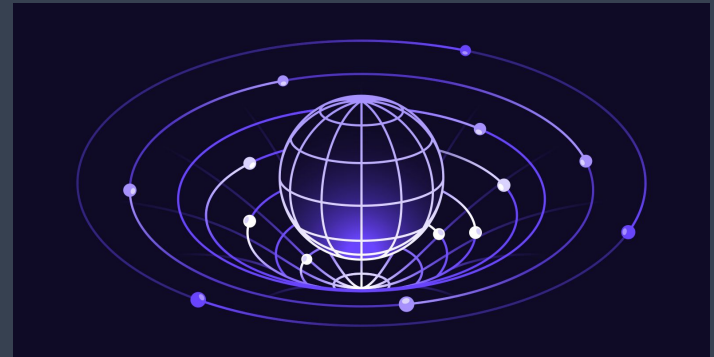
# Orbit Model: Origin story

**Gravity:** the rate at which member involvement changes

**Love:** an individual's level of involvement

**Reach:** an individual's sphere of influence

**Impact:** the output of the community





# Orbit Model: the good bits

Recognizes that **value != \$\$\$**

Give us **finer grained** ways to think about someone's involvement

Thinks **longer-term** than a single, linear interaction



## Orbit Model: the bad bits

Harder to align with what other departments expect to see

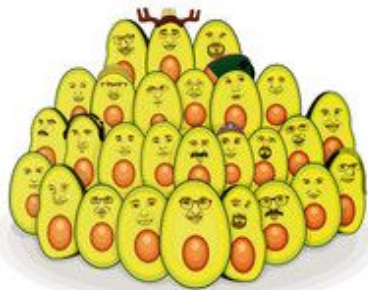
Focuses on community (not a bad thing) but it's not a holistic model



# Other approaches

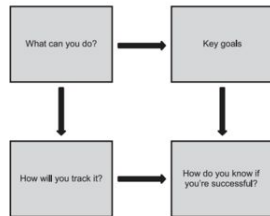


# DevRel Strategy: there's more than one



## Finding Your Specific Metrics: Libby Boxes

For the most part, I'm not suggesting exact metrics to track because these will depend on your company's goals and the direction that your specific DevRel team is taking. But Libby Boxes (Figure 4-1), a predictive framework popularized by Cornell Accounting Professor Robert Libby, are a great way to figure out what these general practices look like for your team.



## The Business Value of Developer Relations

How and Why Technical Communities Are Key To Your Success

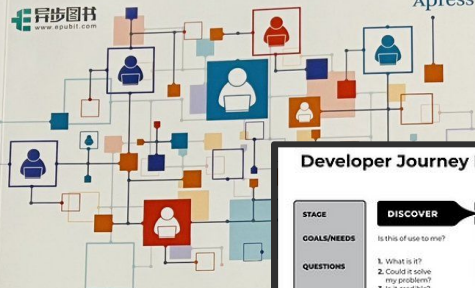
With a Foreword by Jono Bacon

Mary Thengvall

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## 开发者 方法与实践 Developer Relations

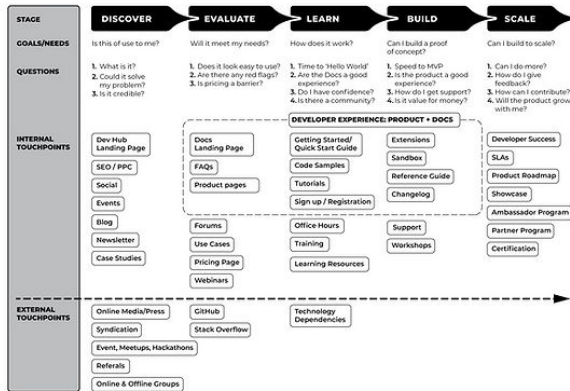
How to Build and Grow a Successful Developer Program

[加] 卡罗琳·莱科 (Caroline Lewko)  
[英] 詹姆斯·帕顿 (James Parton) 著  
陈俊杰 林强 译

中国工信出版集团

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POSTS & TELECOM PRESS

## Developer Journey Map



@DevRelBook | www.devrelbook.com | info@devrelbook.com



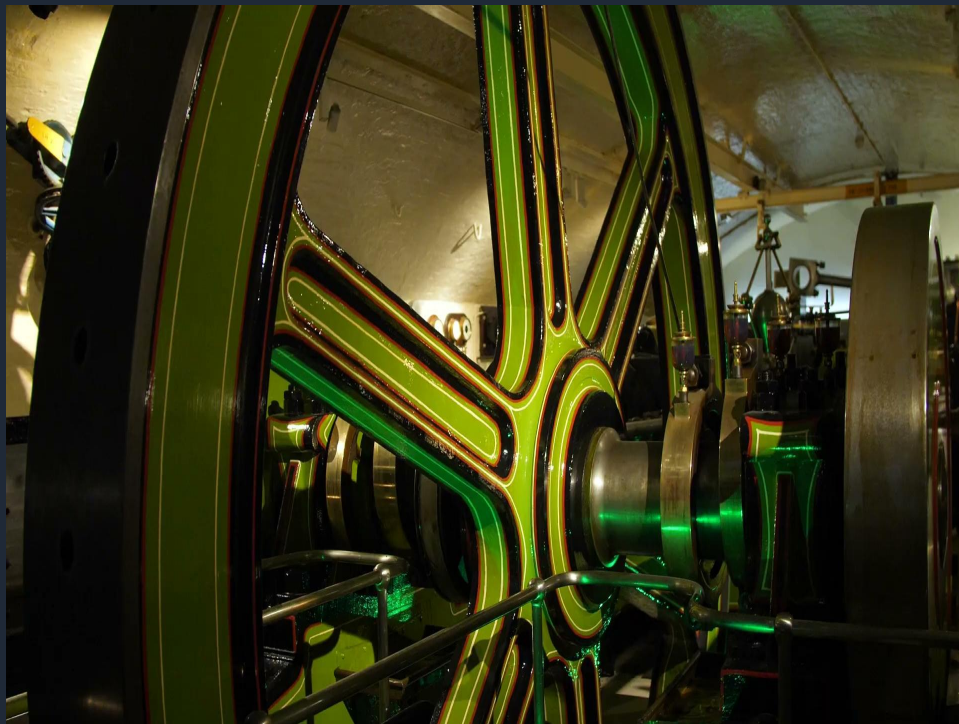


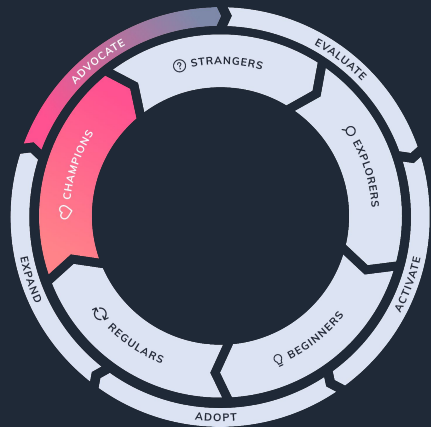
**Existing frameworks** are not holistic



# Let's talk about flywheels









# Flywheel: Components

## Stages





# Flywheel: Components

## Inputs





# Flywheel: Components

## Friction







# Flywheel: Components

## Outputs





# Flywheel: The good bits

**Holistic:** Helps you think about how every part of your strategy feeds into the others, rather than focusing too closely on individual parts

**Sustainable:** Encourages the creation of self-sustaining strategies rather than one-off initiatives

**Amplifies your effort:** Each push of the flywheel is easier than the last

**Focuses your attention:** By putting friction up front, makes it clear that there's more to consider than only your inputs



# The DevRel Flywheel







# 1. Discover

Build awareness and drive sign-ups.





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Build awareness and drive sign-ups.



## 2. Activate

Demonstrate technical value and cultural alignment. Smooth onboarding and evaluation.



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## 3. Implement

Prove the technical credibility and suitability of the product



## 1. Discover

Build awareness and drive sign-ups.



## 2. Activate

Demonstrate technical value and cultural alignment. Smooth onboarding and evaluation.

## 4. Advocate

Feed back into the success of the product

## 3. Implement

Prove the technical credibility and suitability of the product



# DevRel Flywheel: example outputs

**Discover:** Content, events, partnerships, influencers, one-on-one outreach

**Activate:** Tutorials, sample apps, developer stories, community support

**Implement:** Docs, SDKs, tutorials

**Advocate:** Champions programs, community nurture



# DevRel Flywheel: example outputs

**Discover:** Traffic, awareness amongst micro-influencers, sign-ups

**Activate:** Better use case understanding, social media activity

**Implement:** Case studies, forum activity, revenue

**Advocate:** Community growth, blog posts, one-one-one advocacy



# The DevRel Flywheel in (theoretical) action





# AAARRRP + DevRel Flywheel: Begin with AAARRRP

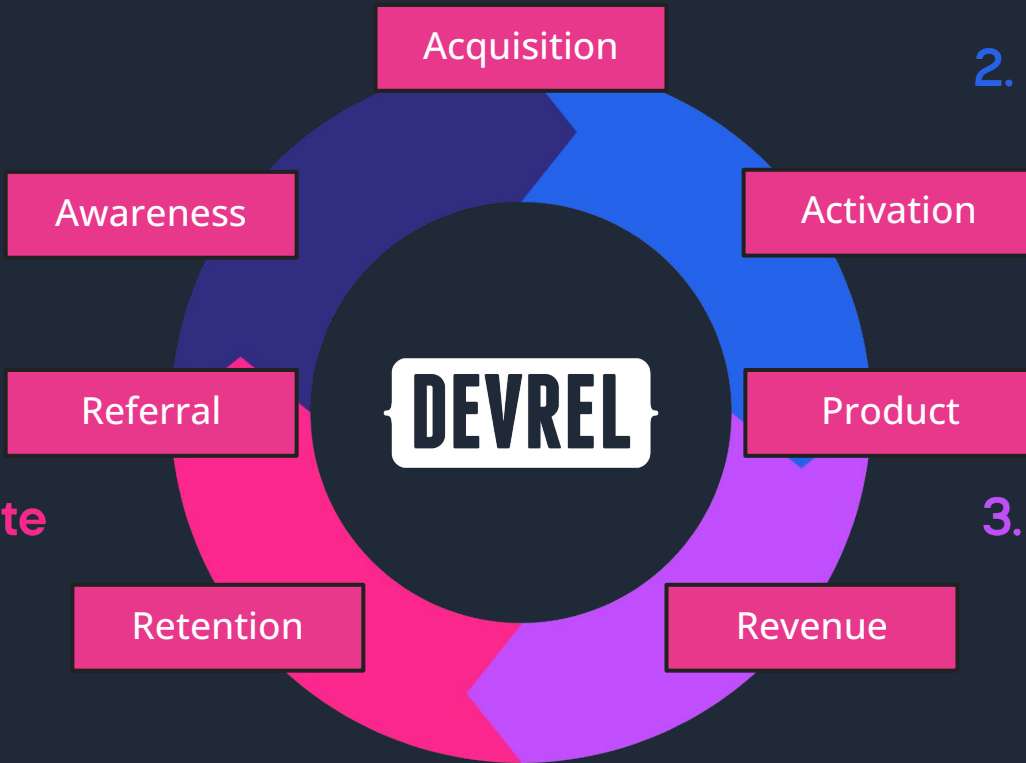
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# Map: AAARRRP to Flywheel stages



1. Discover

2. Activate



4. Advocate

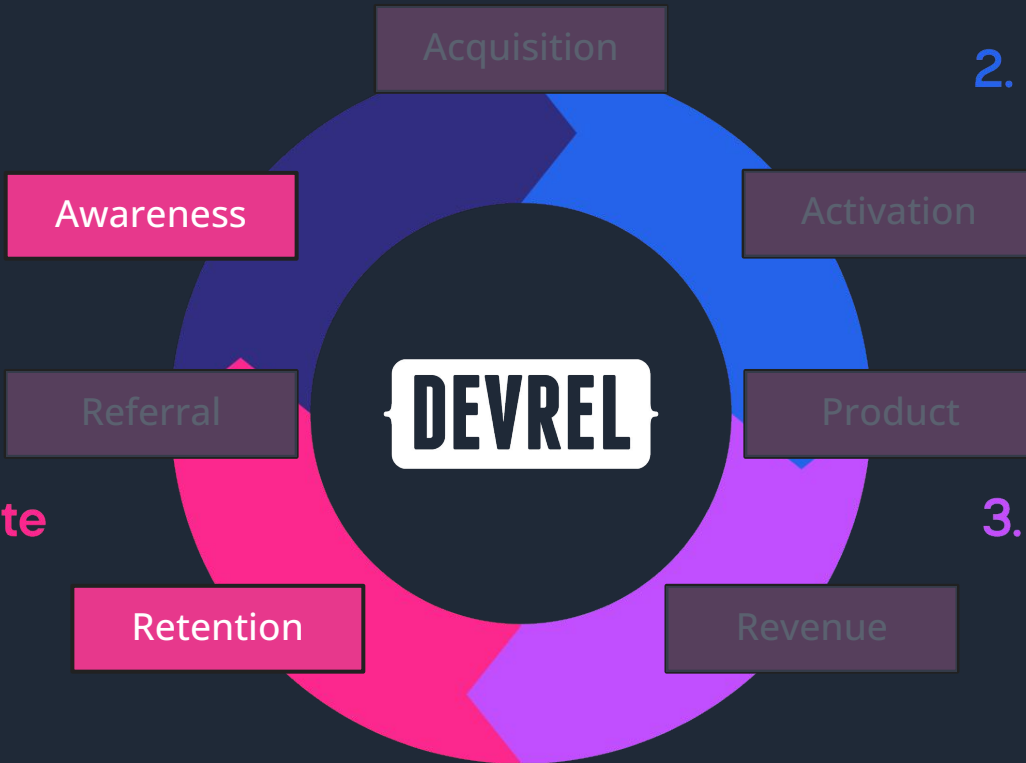
3. Implement

# Map: AAARRRP to Flywheel stages



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4. Advocate

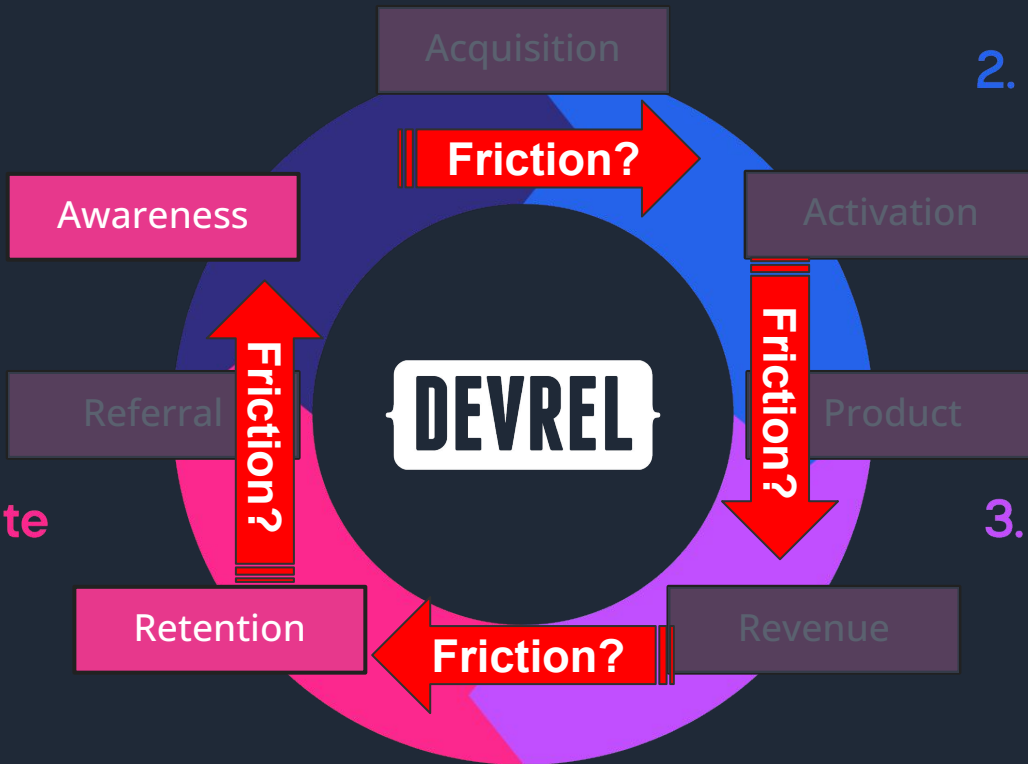
3. Implement

# Identify Friction: between stages



1. Discover

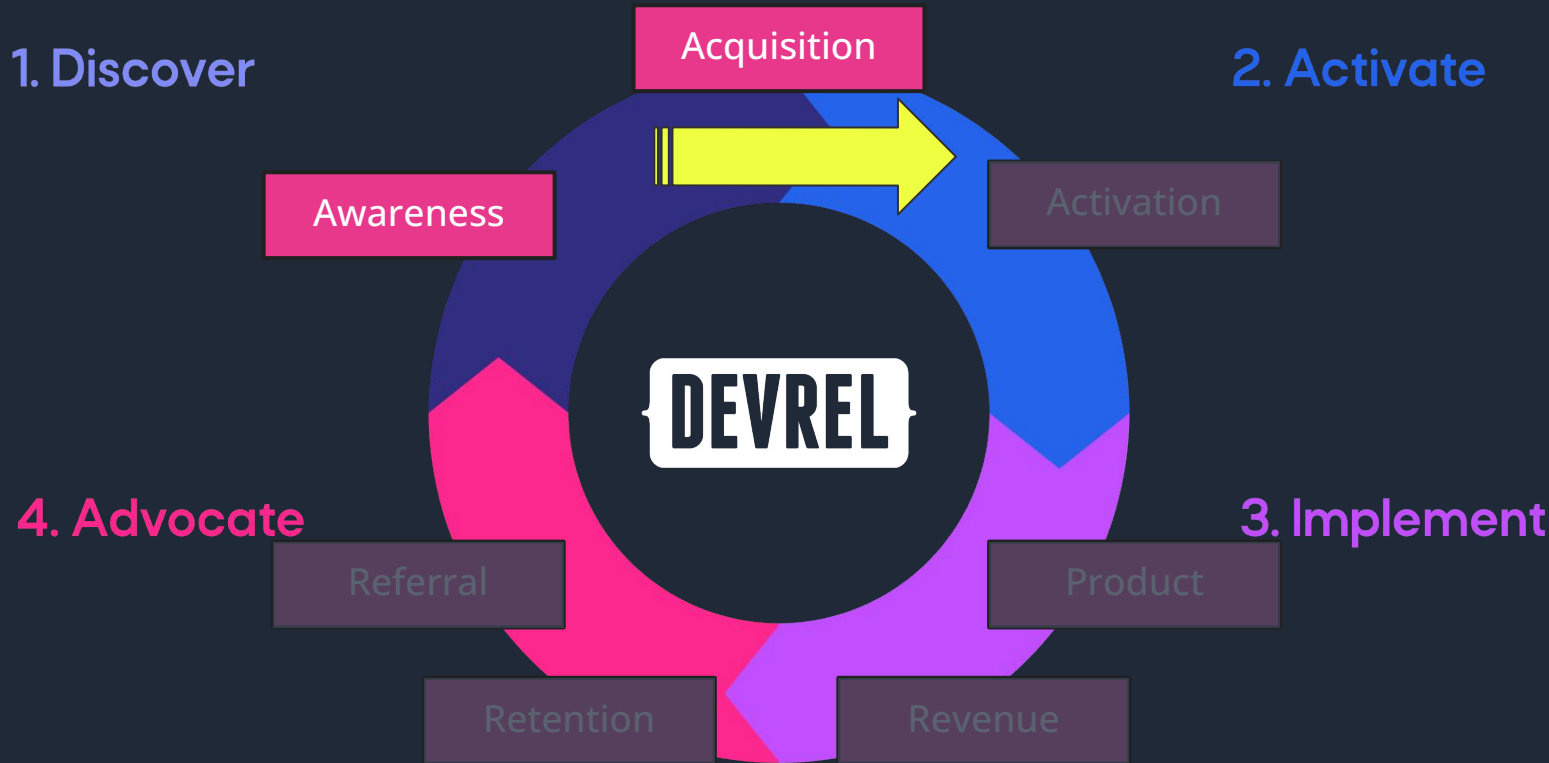
2. Activate



4. Advocate

3. Implement

# Identify Friction: between stages

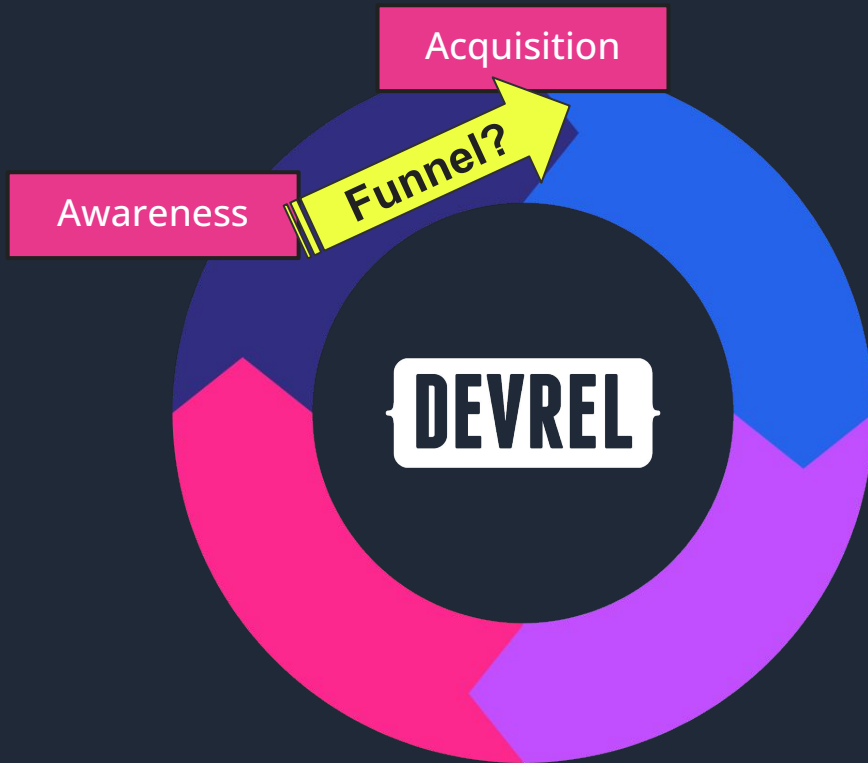


# Funnel: energy between stages



1. Discover

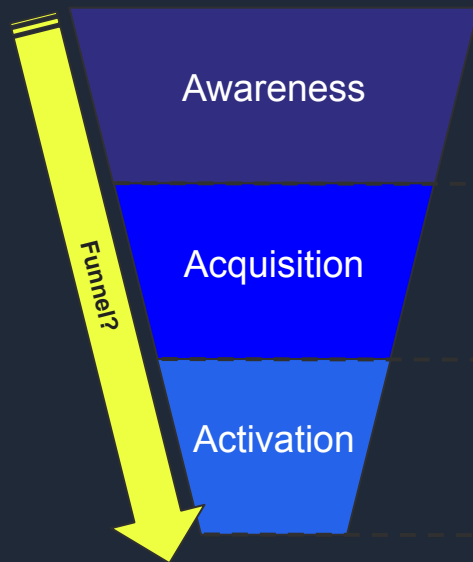
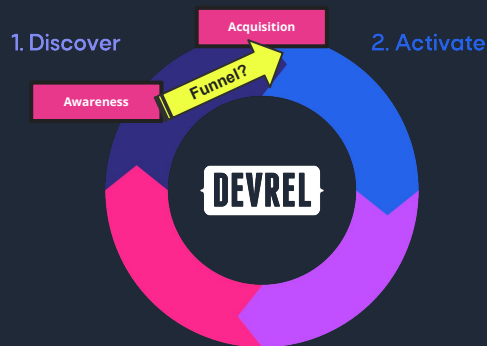
2. Activate



# Funnel: between stages



Success metrics?



Social engagement with blog post shares

Blog post traffic

Sign ups

?



# Conclusion





# Conclusion

## 1. Discover

Build awareness and drive sign-ups.



## 2. Activate

Demonstrate technical value and cultural alignment. Smooth onboarding and evaluation.

## 3. Implement

Prove the technical credibility and suitability of the product

## 4. Advocate

Feed back into the success of the product

# Thanks to

- Rebecca Marshburn and all at Common Room
- Jen Sable Lopez
- Carmen Huidobro
- Kevin Lewis
- Sarah Dorward
- and everyone who came before us

# Resources

- [hoopy.io/resources](https://hoopy.io/resources)