

DEVELOPING DEVREL METRICS & GOALS

DEVRELCON LONDON 2019

INTRODUCTIONS

- ▶ What's your name?
- ▶ What's your title / role?
- ▶ Where are you from (geographically-speaking)?
- ▶ What's your favorite smell?

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

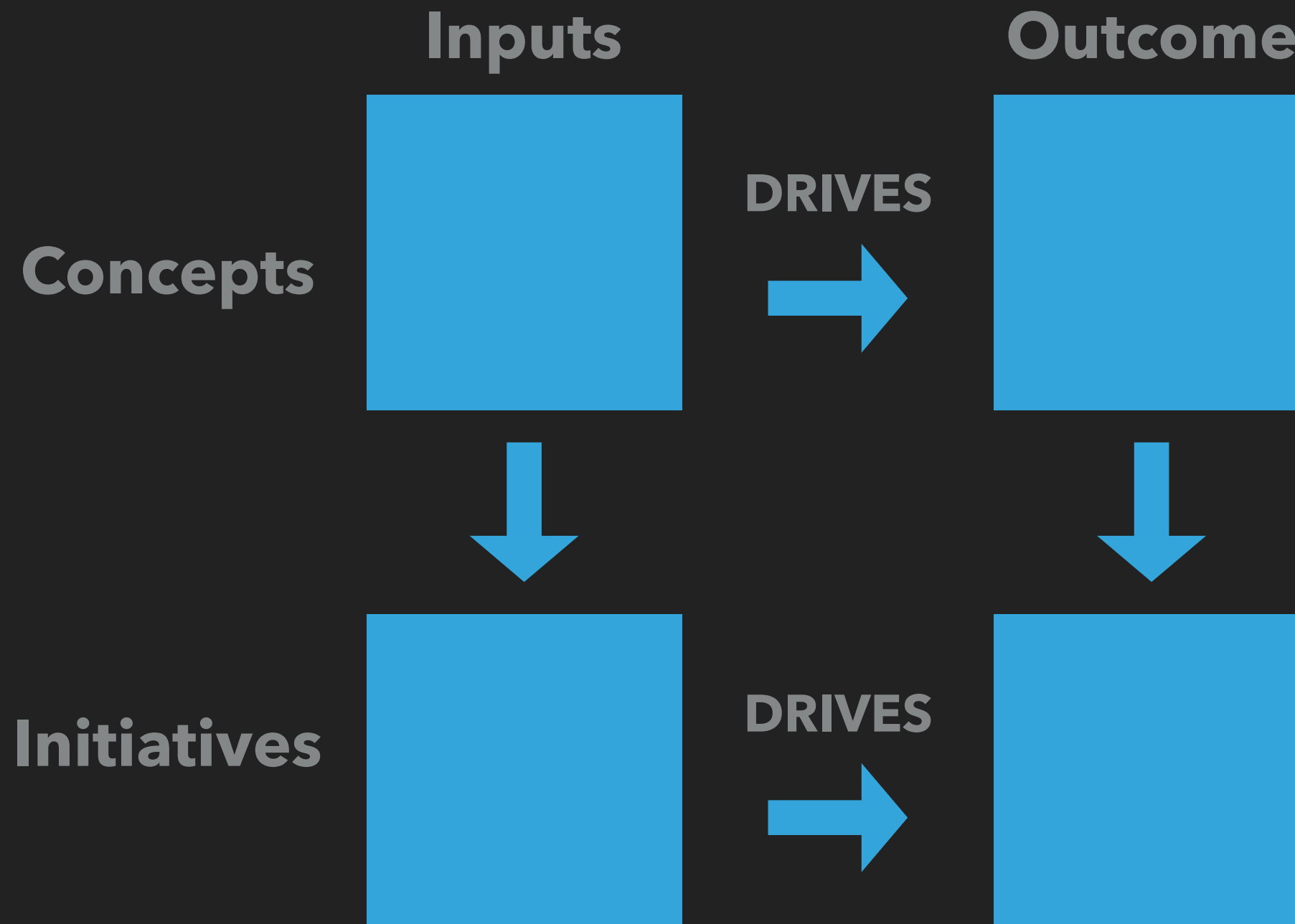


- Phil Leggetter

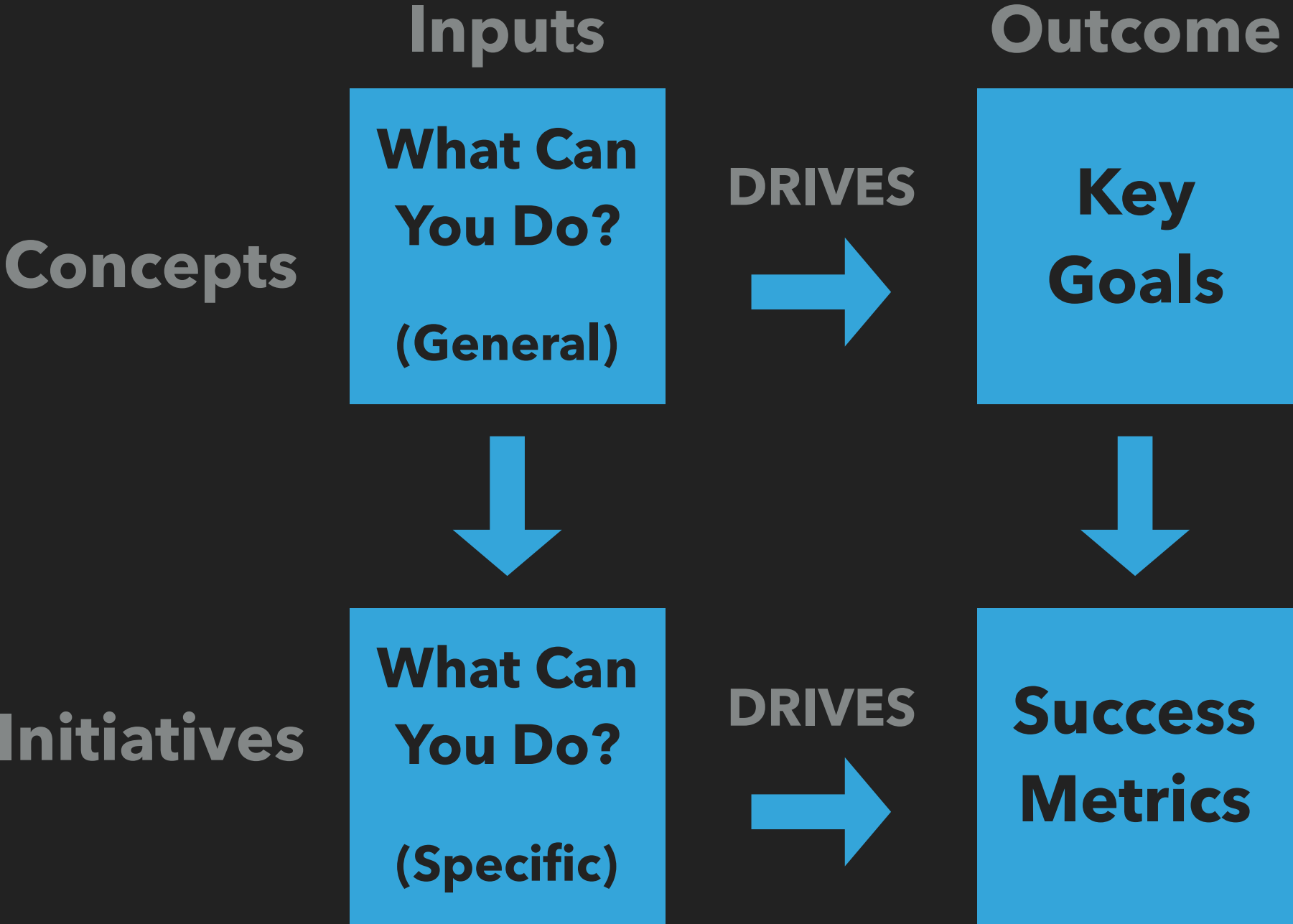
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LIBBY BOXES

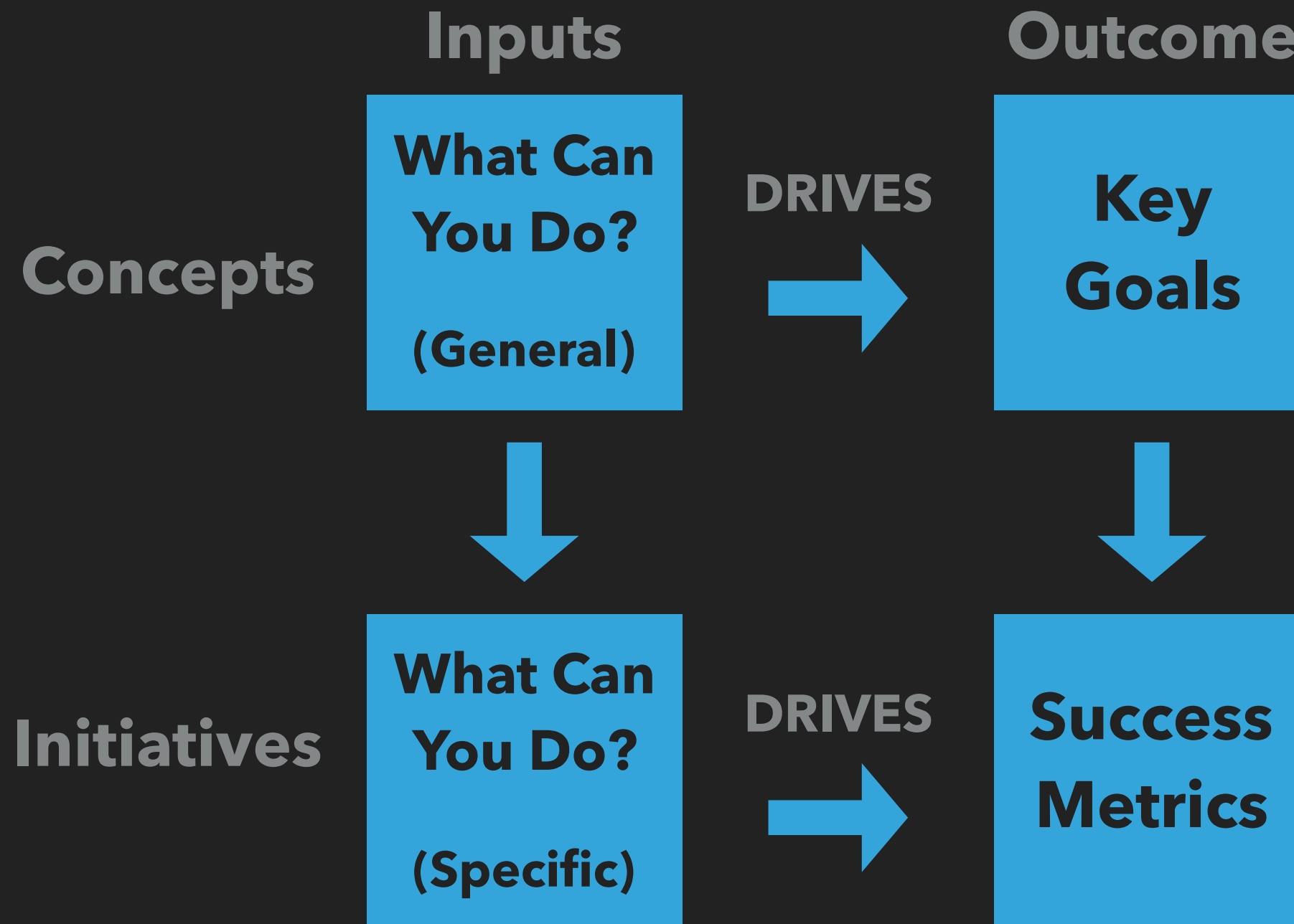
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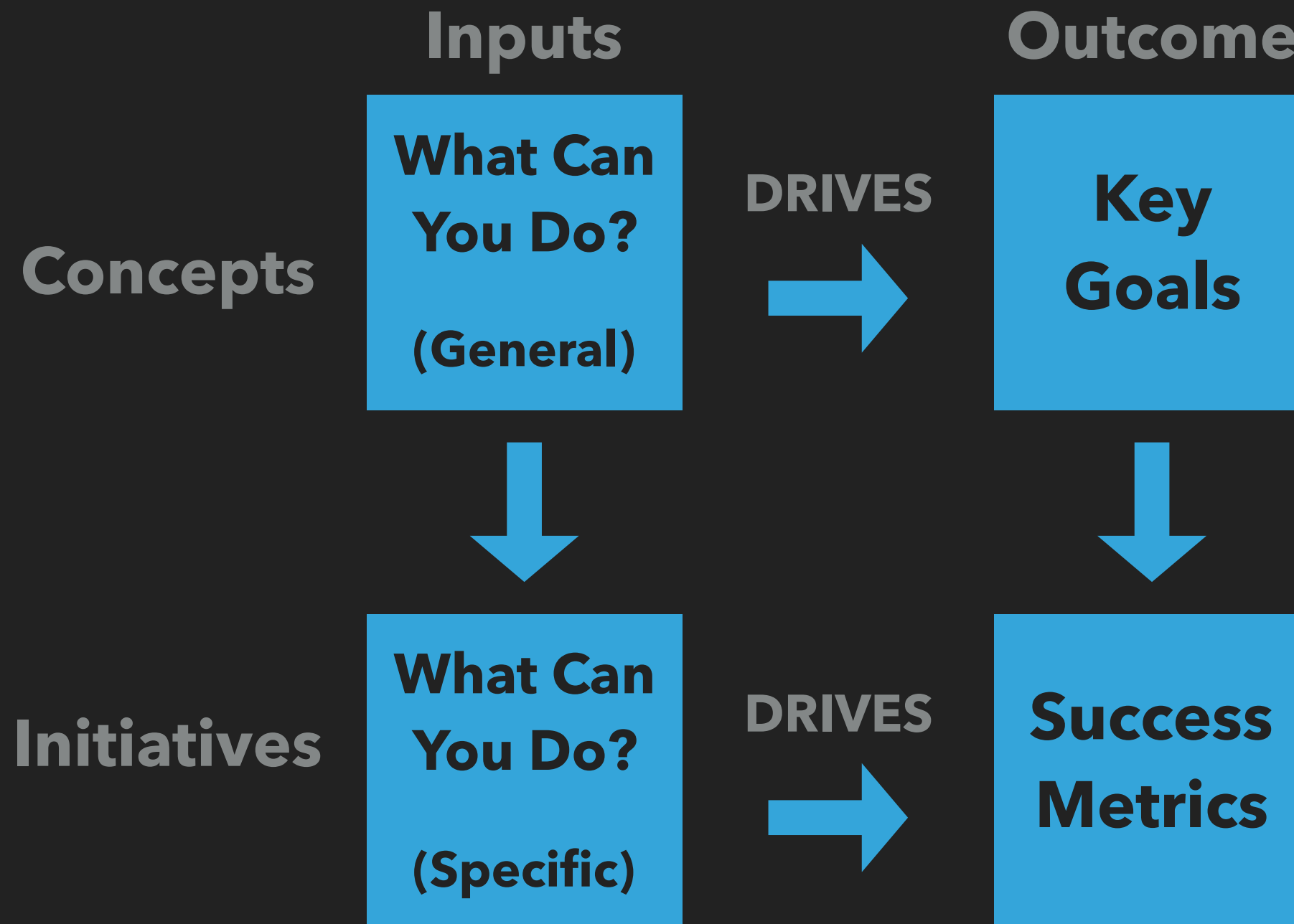
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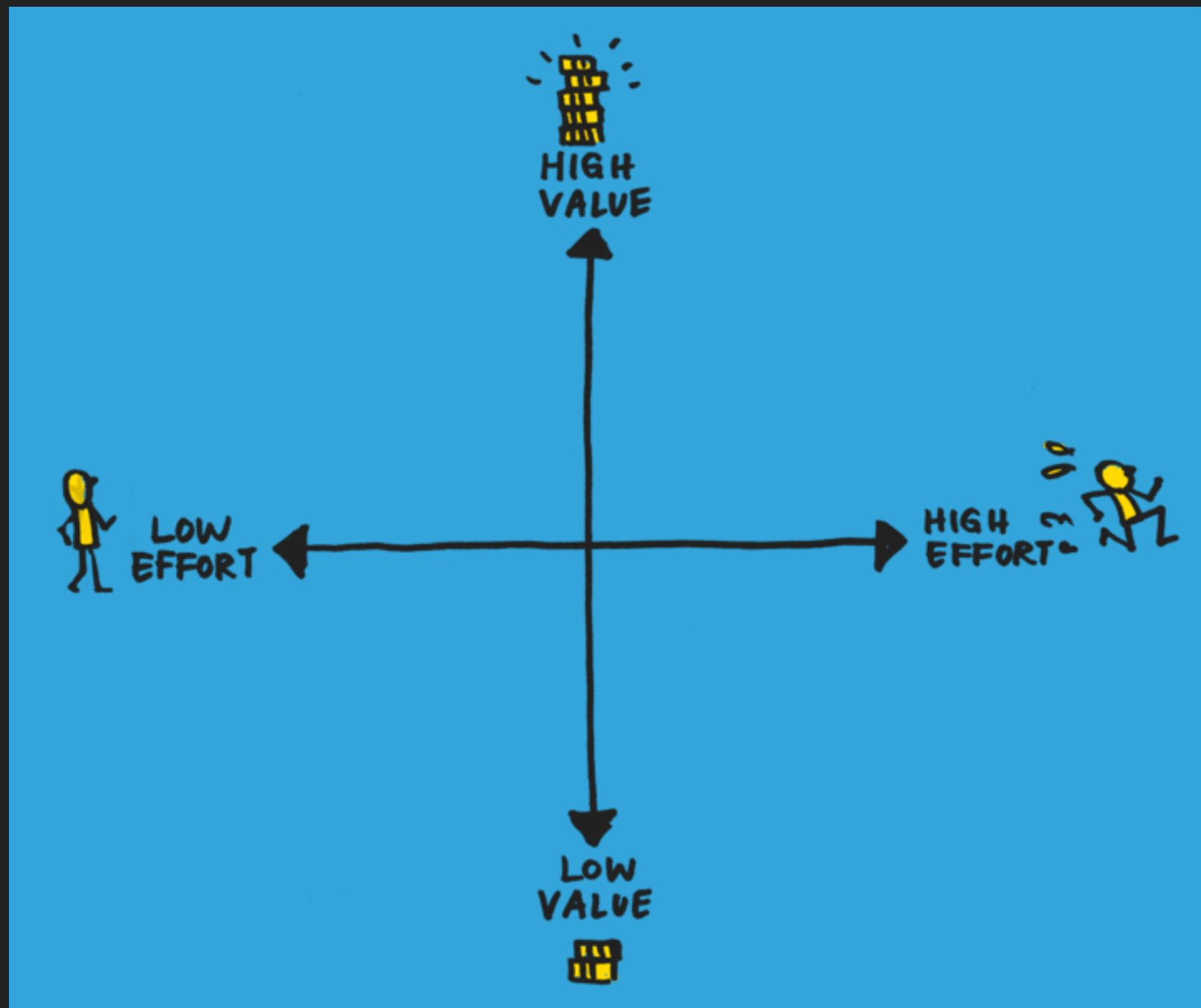
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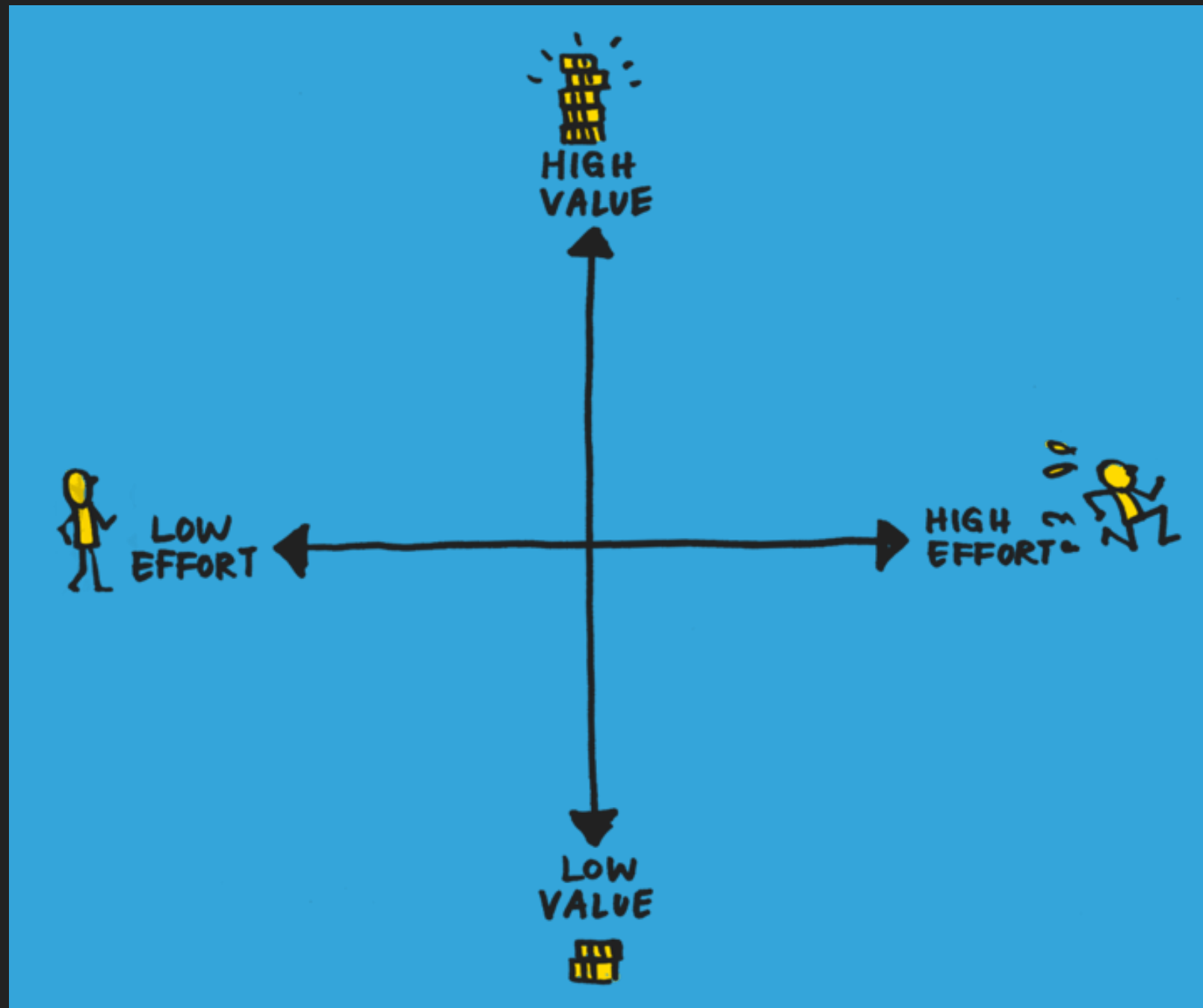
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VALUE / EFFORT MATRIX



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