

DEV MARKETING FOR B2B COMPANIES CHECKLIST

STRATEGY AND PLANNING

- Define Objectives: Identify clear goals (e.g., lead generation, brand awareness, product adoption).
- Understand the Audience
- Competitive Analysis
- Budget Allocation



DEVELOPER ENGAGEMENT

- Community Building (Discord, Stack Overflow)
- Developer Evangelism (Identify and work with developer advocates and influencers)
- Hackathons and Challenges
- Feedback Mechanisms

WEBSITE

- Status Page: Maintain a page displaying real-time system status and operation updates
- Developer Zones
- Online Technical Documentation: Provide detailed API documentation in OpenAPI format.
- Release Page: Publish a page with detailed information on product updates and changes.



DIGITAL MARKETING

- SEO Optimization
- Email Campaigns
- Social Media
- Paid Advertising

CONTENT CREATION

- Create Technical Content
- Produce Code Samples
- Develop Tutorials and How-Tos
- Webinars and Workshops
- Content Calendar



PARTNERSHIPS AND ECOSYSTEM

- Collaborate with Tech Influencers
- Integrate with Popular Tools
- Industry Events



MEASUREMENT AND ANALYTICS

- Set KPIs
- Track Metrics
- Analyze Performance
- A/B Testing