

Issue #36



Helping devtools win over technical audiences

MARKUP MINDSET

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# TMM #36: 3 Things We've Handed Over to Grok Bot



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Hey there, welcome back to another edition of **The Markup Mindset**.

The major AI labs are going crazy right now, and everyone is racing toward AGI and I keep thinking about what that means for us as marketers.

I can see a world where **your agent becomes part of your professional reputation**. Everyone may have access to similar models, but your agent will only be as good as the context, judgment, rules, and experience you have fed into it.

Eventually, people might start hiring **your agents as much as they hire you**.

So start writing down what you know. Your frameworks, decisions, mistakes, examples, and the weird little rules you have picked up over the

years.

In this edition, I'm breaking down **3 ways we are already doing that at Hackmamba**:

- **PPC**: building campaigns and handling repetitive account work
- **Off-page SEO**: creating and managing directory profiles
- **Content research**: watching Reddit, GitHub, X, and Discord for early signals

**But first, let's hear from our sponsor for this week's edition.**



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## **Let's get started!**

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### **1. PPC (campaign building + account management)**

Let's start with the first use case. I manage \$50K+ in paid media spend across clients at Hackmamba, so I wanted to see how much of the boring PPC work I could push to Grok Bot.

For one client, I have a PPC Manager with its own computer (yes, an actual persistent computer with the browser sessions, files, logins, etc.). It has the ICP, campaign research, past learnings, account access, and the skills I want it to use.

Under that, I have four separate agents for Google Ads, LinkedIn Ads, Reddit Ads, and X Ads. The Google Ads one uses the [PPC AI Skills library](#), and the PPC Manager also has access to a separate creative manager through [Gooseworks](#) when it needs new ad concepts or variations.

It is also pretty good at things like search term analysis, negative keyword suggestions, and the usual account hygiene work (although a lot of that comes from the experience, rules, and context I have fed into it over time).

The most useful part so far has been campaign setup: Building ad groups, adding targeting, exclusions, budgets, URLs, and creatives manually gets TIRING. I've tested Grok Bot on Reddit Ads and X Ads, where I give it the campaign brief and let it build everything inside Ads Manager.

It leaves the campaign as a draft, I review it, and then I publish it. I haven't pushed the same workflow on Google Ads or LinkedIn Ads yet (I'm still a little paranoid about getting an account blocked or having the bot click something it shouldn't).

For now, I'm happy with this setup: it does the tedious build work, and I do the final check.

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## 2. Off-page SEO (directory submissions)

The second use case is **off-page SEO**, specifically directory submissions.

Some clients come to us asking for off-page SEO alongside the full SEO work. We usually split this into two buckets. The first is the link-building work that still needs a human, like guest posts, and outreach to specific high-authority websites for link exchanges. I still keep that manual

because the value usually comes from choosing the right sites and doing the outreach properly.

The second bucket is much easier to hand off. Creating profiles on directories has become a cakewalk.

For devtool clients, we already have a list of directories we usually recommend, things like **G2**, **TrustMRR**, **Product Hunt**, **DevHunt**, **AlternativeTo**, and a few more depending on the company. I give the agent everything it needs upfront: access to the email account on its computer, the logo, website URL, 2–4 versions of the company bio, phone number, and the password format we want it to use where an account is required.

Then it just goes through the list, creates the profiles, verifies the email when needed, fills in the company details, and moves to the next one.

I still review the final profiles before I consider the task done, especially on directories where categories, descriptions, or product positioning matter. But compared to doing 20–30 submissions manually, this saves a ridiculous amount of time.

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### 3: Social media analyzer (finding content signals early)

My team has one agent that stays online and watches the communities we care about across Reddit, GitHub Discussions, X, and Discord (mostly around the categories our clients operate in).

We use it for content research because a lot of devtool topics show up in communities before they show up in Ahrefs or Semrush.

For Endform (one of our clients), we wrote about Playwright MCP when the keyword data barely existed because developers were already experimenting with it. We took the same approach with agentic testing.

When Microsoft retired Azure Playwright Testing, that was another signal. Teams suddenly had a migration problem, so we published around it while people were actively figuring out what to move to.

Sometimes the signal is a product being deprecated. Sometimes it is a new protocol or tool suddenly showing up everywhere. Sometimes it is developers arguing about an approach on GitHub or Reddit.

The agent keeps an eye on all of that for us (which saves the team from living inside every community all day), and then we decide which signals are worth taking a bet on.

[I broke down how we are helping Endform in more detail here →](#)

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There are a bunch of other agents helping us behind the scenes too.

One of them is an **internal linking agent**. It finds orphan pages, identifies natural places to link them from, suggests the right anchor text, shows me the changes, and then pushes the approved updates to Sanity.

If you're a marketer trying to build agents like this and need help figuring out where to start, reply to this email or message me on [LinkedIn](#). I'm happy to share what we've learned.

If you're new to The Markup Mindset, you can browse all the previous editions in our [public archive](#).

See you soon,

*Tahir*

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More from us:

1. [How Actian brought VectorAI DB to developers \(w/Jennifer Jackson\)](#)
2. [8 things I've learned doing Reddit marketing for Devtools](#)
3. [What's actually working in technical marketing right now?](#)

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