



The Markup Mindset #2

Hey there, it's Hannah!

Hope you're good :)

We're back with another edition of *The Markup Mindset*: your go-to read if you're interested in scaling developer marketing, creating high-impact content, and staying ahead of the SaaS curve.

Let's dive on in →

#1 — We're Building Boki 🧐

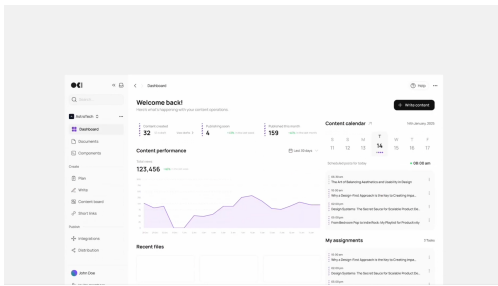
It's still early days, but we're *super* excited to share that we're working on something new: **Boki** - a content ops platform to help marketers & writers handle content workflows better.

Think workflows, briefs, reviews, revision and distribution all in one place. It's also an embodiment of our opinion creating great content at Hackmamba.

[Check out Boki's video preview here](#) 🎬

More to come soon - but let's just say, as creators we've managed technical content with endless spreadsheets, Notion docs and Asana tasks, Boki's coming to our rescue, then yours.

Watch this space!



Built for content
marketers and writers
create manage share

#2 — Build your Developer Marketing Content Strategy

We've created a [developer marketing playbook](#) for SaaS marketers and founders looking to build a high-impact content strategy.

The best bit? It won't cost you a dime.

Here's a sneak peek of what's included:

- How to identify and develop your content themes
- How to build a developer content strategy that lands
- How to measure what matters (and skip the vanity metrics)

[Download the marketing strategy playbook here](#)

I'd love to hear what you think :) hit reply to this email and let me know.

#3 — 26 of the best AI marketing tools

There are a *lot* of AI tools floating around right now. Some awesome and others... not so much 🤖

I thought you'd like this list of [26 of the best AI marketing tools](#) from Marketing Milk.

Personally, I'm a big fan of SurferSEO and Notion's new AI feature to help with productivity.

Have you tried any of these AI marketing tools, or maybe another that isn't on this list? Lemme know!

That's all for now :)

See you next week for more marketing insights, resources, and product updates from Hackmamba.

PS: If you enjoyed this newsletter and want to chat about all things marketing & tech, I'd love to [connect on LinkedIn](#)

Speak soon,

Hannah

Hackmamba Inc.

651 N Broad St Suite 201,
Middletown
United States of America



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