



The Markup Mindset #10

Hi there, Tahir here.

Another week, another *Markup Mindset*. If your users are developers, you already know the old marketing playbook doesn't work. This is where I share what's working in developer marketing.

Here's what's on deck today →

#1 — Building a Developer Community at Appwrite

I recently watched William's conversation with **Aditya Oberai** from Appwrite, and one point stayed with me: accessibility comes before growth. Aditya shared that Appwrite's community started with simple spaces like GitHub and Discord, but what made it work was that the product itself was usable and approachable for developers in different regions. As he put it:

If the product is not accessible to the people of a certain demographic, why would anyone from those regions join the community?

Also, what stood out to me is how Appwright spreads community management across DevRel, Success, and engineering. Together they

run programs like ambassadors, office hours, and product launches, giving developers clear ways to engage and build with the platform.



#2 — Developers Love 'Good' Marketing.

I read a piece by **Knut Melvær**, this week who is the Head of Developer Community at Sanity.io. I keep hearing myself the phrase "developers *hate marketing*" a lot especially by marketers themselves, but what developers actually want is marketing that makes sense to them.

Developers already engage in marketing all the time, blog posts, tutorial videos, communities, even open-source projects. The difference is that it feels useful and relevant. The takeaway is simple: build marketing that respects developers' time and interests, and they'll respond to it.

[Read Knut's full piece here](#)

#3 — Any Tech Writers here?

This week we're inviting tech writers to share a blog they've written. Our team will review it and give feedback- free, direct, and focused on

making your writing stronger.

 [Share your blog here](#)

That's it for this week.

If something here sparks an idea, try it out. And if you're testing anything interesting in developer marketing, hit reply- I'd love to hear about it.

Cheer!

Tahir

"I spend most of my time helping dev-focused companies figure out how to grow the right way- not by throwing money at channels, but by understanding what actually drives developers and decision makers"



Mohammed Tahir

Growth Marketer

Hackmamba Inc.

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



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