

Issue #27



Helping devtools win over technical audiences



MARKUP MINDSET

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TMM #27 – What I learnt from Anthropic's latest webinar, Is Google playing mind games, and the launch of SubQ



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

We are almost halfway through the quarter already. Just a reminder to keep going hard at it.

This week we are covering:

- What I learnt from Anthropic's latest GTM agents webinar
- Are Google's AI Search updates meant to help marketers or confuse them? :)
- The launch of SubQ

Let's get into it.

Before we start, a word from this week's sponsor:



Cut documentation review time by 80% instantly

We built Fowel after a client fed three months of our docs work to Claude Code and cancelled their contract. It's a GitHub PR reviewer that checks technical accuracy, tone, code quality, and style consistency so you can ship great docs faster, whether they're written by humans or AI.

Try it free

Lets Start

1. The biggest shift from Anthropic's GTM agents webinar

I had a great time attending a webinar on marketing and AI agents with Nino Medina, who handles growth at Anthropic.

The most interesting part of the session was not what Claude can do, but how Anthropic wants teams to think about Claude.

Most marketers still use Claude like a chatbot where you write a prompt, get an output, and repeat the process for the next task. The webinar

pushed a different model. Claude is being positioned as a system connected to the rest of your GTM stack.

Anthropic spent a lot of time explaining MCP and Skills in that context. MCP connects Claude to tools like HubSpot, Slack, Salesforce, Google Drive, and ad platforms. Skills allow teams to save repeatable workflows with predefined logic. For example, a GTM team can create a reusable campaign reporting workflow where attribution logic, formatting structure, and analysis rules are already built in instead of rewriting instructions every week.

The shift here is that Claude is slowly moving from answering prompts to executing workflows.

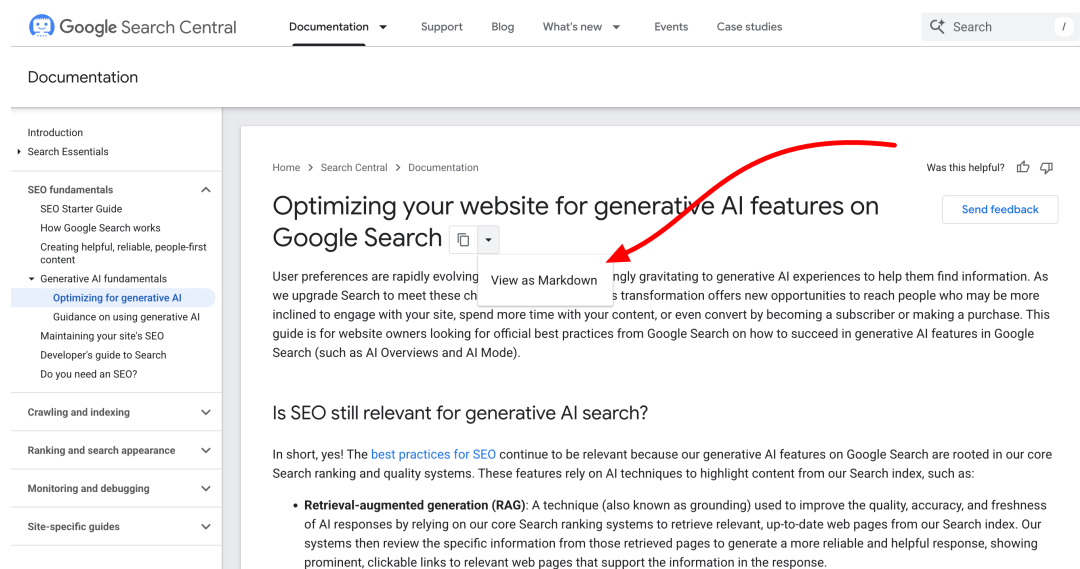
2. Is Google playing mind games with marketers?

Updates over updates over updates. It is a crazy week to be an organic marketer right now



Google first released its official [AI Search optimization](#) guide saying `llms.txt` is not a ranking factor, chunking content for AI is unnecessary, and rewriting pages specifically for AI systems does not improve rankings.

Then a few days later, Chrome's own documentation started recommending [llms.txt for LLMs and agents](#), while Google teams themselves began publishing markdown versions of documentation.



That is where the distinction becomes important.

Ranking on Google Search and being understood by LLMs are slowly becoming two different things. Something may not help you rank higher on SERPs while still making your content significantly easier for LLMs and agents to parse, retrieve, and cite. For developer tooling companies especially, markdown docs, structured APIs, and cleaner documentation formats still matter a lot from an LLM consumption perspective.

At the end of the day, I would not take every Google update at face value. Focus on your audience instead. Give them a great user experience, make your content genuinely useful, and make it easier for both humans and machines to consume. That is what will matter long term.



3. We helped launch SubQ

We recently helped launch SubQ. It is the first LLM built on a fully sub-quadratic sparse attention architecture with a 12 million token context window, 52x faster than FlashAttention at 1 million tokens and less than 5% the cost of Opus.

It was the most technically exciting product we have worked on. [Check them out](#) if you haven't yet.

My heart goes out to everyone affected by the recent layoffs.

And that is one of the main reasons we built the [Hackmamba job portal](#) around 5 months ago. The tech ecosystem is shifting fast, and we wanted to create a focused place for technical writers, DevRel, and GTM folks working in developer tool companies.

At Hackmamba, we are also currently hiring for:

- [Technical Social Media Manager](#)
- [Technical Video Creator](#)

Do apply if you see a fit.

That's it for this week.

We spend a good amount of time pulling these insights together. If something here helped you think differently or act on something, a shoutout would mean a lot.

If you are seeing similar patterns or have a take on any of this, I would love to hear from you.

Tahir

More from us:

1. [The 2026 tech writer layoffs: What senior writers should do right now](#)
2. [How Cloudinary grew organic traffic by 88% in 5 months with developer-focused content](#)

3. [Our technical writing process: how Hackmamba ships content](#)

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