



The Markup Mindset #1

Hey there, it's William!

Hope you're good :)

It's been a minute, but it feels good to be writing this newsletter again.

You may have noticed our newsletter has had a slight name change.

In fact, we now have two slightly different newsletters. Here's why:

- **The Markup Mindset**, the email you're reading now, is for marketers & leaders in SaaS businesses who are interested in how to scale their developer content, improve product adoption, and prove ROI on dev marketing. **If this is you, you're in the right place.**
- **The Markup Scribe** will stay the same, with stories, insights, content, and opportunities from the technical content world. **If you want to receive this newsletter as well, reply with 'I'm in' and I'll add you to the list.**

Okay, housekeeping done.

Now let's get to the good stuff!

#1 — Podcast: Marketing Automation for Product Growth 🎙️

I recently caught up with Omari Starks, Senior Growth Marketing Manager at Brightidea, to talk about how automation can supercharge

product-led growth.

[In this latest podcast episode](#) of Everything Outside Code, we cover:

- How to keep up with the seemingly endless automation tools at our disposal
- How to build scalable content ops with AI and automation processes
- How to know when to automate and asking if there's value in doing certain things manually?
- If you're new to automation and want to explore what's possible, what is the one thing you should do to get started?

#2 — AI x Marketing Conference: Key Takeaways

I recently got back from San Francisco after attending the <ai/> x Marketing conference — and wow, AI in marketing is moving **fast**.

My key takeaways:

The doctor analogy

Consider this: AI trained solely in medical texts will not understand the human context of having a headache due to a night of drinking at a rock concert. A human doctor would recommend rest, to stay hydrated, and over the counter painkillers. The takeaway: AI typically lists extremes; we still need human input for context.

Agentic AI is powerful, but it's not a silver bullet.

Without strong foundational content, documentation, and human context, even the best AI agents fall short.

Marketing is shifting FAST.

Traditional inbound and outbound channels are giving way to AI-driven personalization, nurtured communities and brand differentiation.

Creative is being productized.

Companies like Superside are showing how AI can generate full marketing campaigns from a single prompt, changing what agency work looks like forever. (This blew my mind!)

What's next for AI? AI Orchestration

The future isn't just building smarter AI tools, it's getting them to work together seamlessly across teams and workflows.

Bottom line: AI has the power to crank your marketing efforts to eleven, but it only works if your content, brand, and positioning are already dialled in.

I'd love to know - how does AI feature in your current vs future marketing strategy?

#3 — Meet Hannah, Our New Growth Marketing Manager 🙌



Excited to introduce Hannah, who recently joined Hackmamba to help lead our marketing efforts.

She's always up for connecting with other SaaS marketers and leaders in the field, so if you're keen to swap ideas or just geek out about marketing, you can [connect on LinkedIn here.](#)

That's all for now, see you next week :)

PS: *If you enjoyed this newsletter and want more content on marketing, AI and tech, give me a [follow on LinkedIn](#) :)*

Cheers!

William.

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