

Issue #35

 Hackmamba



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MARKUP MINDSET

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TMM #35: Is Grok Bot Worth the Hype? And Should You Open Source the Entry Point to Your Product



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Hey there,

Welcome back to another edition of **The Markup Mindset**.

You might be wondering why Astra-6 isn't in the title. It's so goated that it deserves a full edition on its own. But with how fast AI is evolving, I firmly believe, in the next 3–5 years, we'll all become Context Organic Marketers, Context Paid Marketers, Context Growth Marketers.

Basically, spending our days giving models the context they need to do the actual work, and then using our judgment to decide what stays and what doesn't.

I'll get into all of this in the next edition.

For now, here's what we're covering:

- **Is Grok Bot actually worth the hype?**
- **Should you open source part of your product?**

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



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Let's get started!

1. Is Grok Bot worth the hype?

I've been testing Grok Bot, and from a marketing POV, these are the things I genuinely like about it:

Pros

1. **Teach-a-task:** I can screen-record myself doing a task once, and the bot learns how to repeat it. I can see this being really useful for repetitive marketing work like SEO and competitor research, reverse-engineering a specific blog's content strategy, or finding listicles ranking for a target keyword that don't mention our company.
2. **Always-on:** I can leave the agent running even after I close my laptop. For example, I can have it monitor Reddit for target keywords, track competitor pricing changes, or keep an eye on funding announcements for target accounts, then come back later and see what it found.
3. **Mobile:** I get the same bots, routines and live sessions on my phone, including the ability to take over a task mid-run. So if the agent needs my input while doing research, I can jump in without being at my desk.
4. **Login handoff:** When the agent reaches something sensitive, it can hand the screen over to me for the login and continue once I'm done. I like this because it makes using agents with the marketing tools I already work with much easier.
5. **Bot-to-bot work:** This is probably the one I'm most excited about. I can have one bot handle keyword research, another analyze competitors, and another find content or distribution opportunities, with the bots handing work to each other.

But there are some pretty obvious gaps too.

Cons

1. **No model choice:** I don't get to choose which model handles a task. That becomes limiting when I want one model for SEO research, another for writing landing page copy, or a cheaper model for high-volume work like scraping data.
2. **Limited control:** There's no real effort dial or deeper control over how the agent approaches a task. I mostly give it the objective and let it figure out the execution.
3. **Memory is opaque:** I can't properly inspect what the bot remembers. For marketing, that matters when I want it to retain our ICP, positioning, brand voice, competitors and past research.

4. **Context can be weak:** It can rely on its own knowledge and web search when I actually need it working from our existing files, research and internal context.
5. **Editing is painful:** If I ask it to run an SEO audit for a company with 500+ pages, reviewing the output and fixing errors becomes a separate workflow.
6. **Cloud lock-in:** Everything runs through xAI/Cursor infrastructure. I'd think twice before giving an agent access to our CRM, analytics, customer data and other marketing systems. Because if you know, you know. 🙄

Overall, I think it is great and If you're looking to get started on Grok Bot, William has already created a video around this:



If you want to experiment without setting up your own bots, there's also [BotDirectory](#), which has a bunch of ready-to-try marketing bots. The SEO team is probably my favourite one here.

2. Open source the entry point to your product

I've been seeing this work really well with developer products. Open source the useful thing developers need before they need your paid product.

Resend is a great example. They built [React Email](#), an open-source component library that makes it easier to build emails with React. Developers can use it on its own, and when they need to actually send those emails, Resend becomes the infrastructure.

Browserbase does something similar with [Stagehand](#). It's an open-source SDK for browser agents that developers can run and build with. When they need hosted browsers, scaling, observability and production infrastructure, Browserbase is the natural next step.

You can apply the same idea in different ways: open source an SDK, CLI, framework, component library, or the infrastructure layer that solves the first problem your customer has.

I think this is a great GTM play because you're giving developers something genuinely useful first, getting them into your ecosystem, and creating a natural path to the product you monetize.

This is one of the 10 things I shared in my recent blog post.

[Read it here.](#)

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

That's it from me this week. If you have a take on anything I covered, reply to this email or find me on [LinkedIn](#). I'd genuinely love to hear it.

And if someone in your team is working on developer marketing, send this edition their way.

See you soon,

Tahir

More from us:

1. [How Actian brought VectorAI DB to developers \(w/Jennifer Jackson\)](#)
2. [10 developer tool homepages that get one thing right](#)
- 3 [How to build AI-ready API documentation with OpenAPI and Mintlify](#)

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