



The Markup Mindset #4

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 →

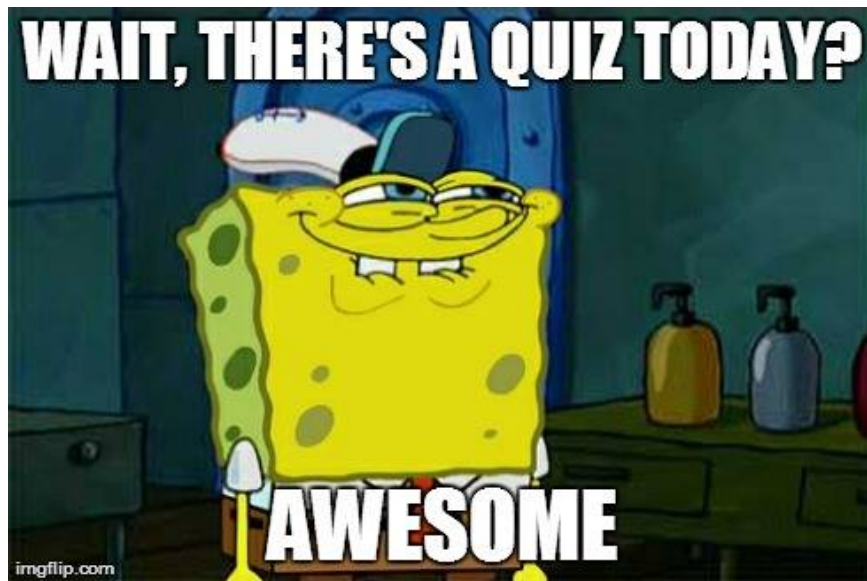
#1 — Is Content Marketing right for you? Take the quiz + find out! 🤖

Is content marketing what your GTM strategy should focus on right now?

It's an excellent question to be asking yourself - and one which could save you some serious \$\$\$

We've put together a handy quiz, based on research from top marketing teams, so you can find out if content marketing is right for you, right now.

🔥 [Take the content marketing quiz](#)



#2 — How to create differentiated SEO content

There's a lot of chatter lately about how SEO has turned the internet into a sea of sameness, where every blog post looks like a slightly tweaked version of the next.

Amanda Chicago Lewis said it best:

Many people are frustrated with their ability to find information online, which translates to the quality of Google Search results. They describe the links that appear when searching for answers as 'absolutely unusable,' 'garbage,' and 'a nightmare' because 'a lot of the content doesn't feel authentic.'

Some blame Google itself...But others point the finger at the practitioners of the mysterious art of search engine optimization, or SEO.

So here's where we're at: we can either keep complaining about cookie-cutter SEO content... **or we can figure out how to break**

through the noise *while still playing by the algorithm's rules.*

Our latest blog explores:

- Why following the same keyword playbook won't cut it anymore
- How to balance search rankings with actual human authenticity
- Practical tips to make your SEO content stand out — not just in the eyes of Google, but for real readers, too

👉 [Read the full article](#)

Psst! If you're tired of content that blends in, this is your guide to making sure yours doesn't.

#3 — What Founders Get Wrong About Hiring Remote Teams



Working with a remote engineering team can be a game-changer: access to global talent, flexibility to scale up or down, and the chance to move faster than an in-house-only approach.

But it also comes with challenges that aren't always obvious, especially if you're new to managing remote devs.

In our latest episode of *Everything Outside Code*, William sat down with Ivan Verkalets, co-founder and CTO of Coax Software, who has spent 14+ years leading distributed engineering teams in industries from travel to fintech.

Ivan shares:

- Why remote teams can unlock speed and innovation — but only if you're clear on your goals and what you're building
- How to avoid common pitfalls like fuzzy project briefs or unrealistic timelines
- Why communication and context matter more than timezone or price

👉 [Read the full conversation](#)

If you're exploring remote dev teams to extend your reach — or want to make your existing setup more effective — this is the perfect place to start :)

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

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