



The Markup Mindset #6

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 — Curious about what's next for AI? Join us for our latest webinar 🎬

Our latest webinar - **Docs as AI Knowledge Base: Scaling Customer Experiences in 2025** - is happening this June 18, 10 am PT

[Book your spot here](#)

We'll be joined by speakers Han Wang, Co-Founder at Mintlify and Eli Winderbaum, Head of CX at Captions to explore:

- Why docs aren't just for humans anymore - they're a knowledge base for AI to understand your product
- Signs this shift is already underway: from llms.txt to new GEO best practices
- How support and engineering teams are using AI to scale knowledge more efficiently

- How to prepare for this shift with LLM indexability and content freshness
- A preview of what's on the horizon: AI-powered knowledge orchestration, auto-updating docs, and the rise of GEO

If you're keen to understand the AI challenges and changes developers are experiencing right now, you won't wanna miss this.

PS. Here's what Hackmamba founder, [William](#), has to say about AI 📌

Docs as AI Knowledge Base.

Join our upcoming webinar
Scaling Customer Experiences in 2025

June 18th, 10am PT

"I'm a firm believer that AI experiences will be advanced majorly by human reasoning and content (not the other way around). For developers and SaaS teams, your documentation already has a lot of this knowledge.

I don't know what an efficient pipeline for this knowledge transfer would be, but I'll be listening to Han Wang and Eli Winderbaum discuss this alongside the folks at Hackmamba.

You should join us!"

William Imoh
Founder Hackmamba

Hackmamba captions Mintlify

When: June 18, 10am PT

[Sign up here](#)

Hope to see you there :)

#2 — If your developer marketing isn't working, read this

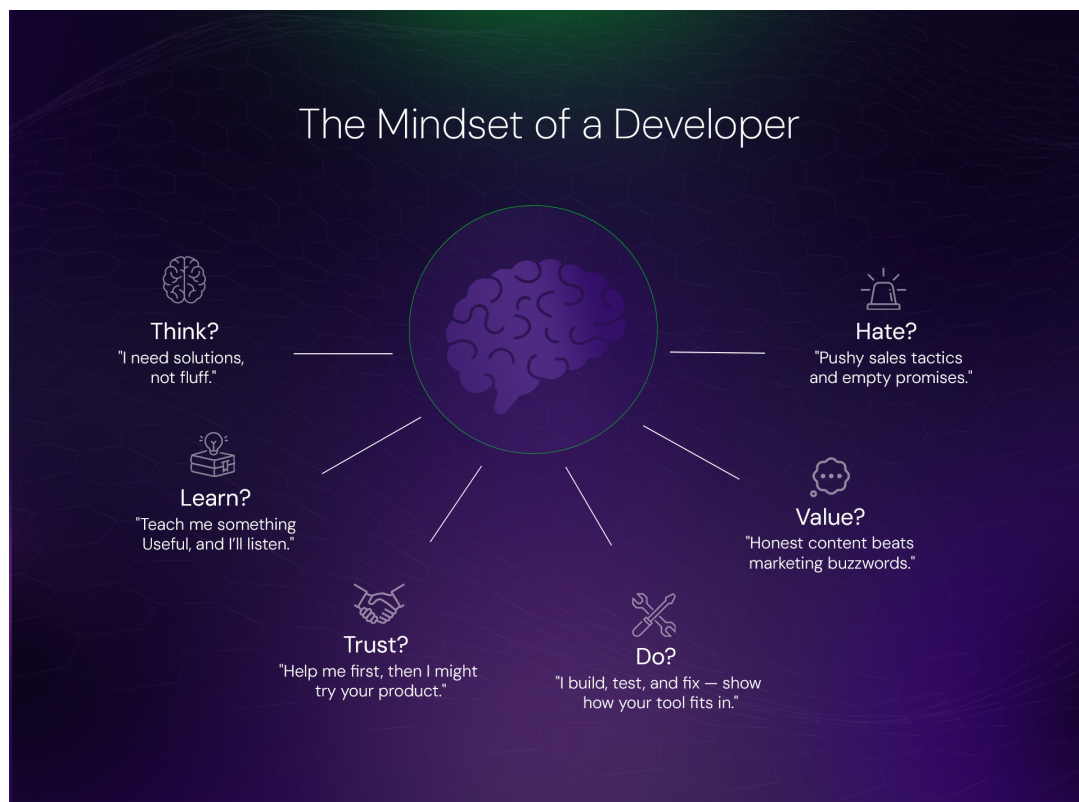
Most dev marketing doesn't flop because of bad tactics.

It fails because marketers forget to ask one thing: *"How do developers actually think?"*

If you're tired of awareness campaigns that do everything *except* convert developers, [this blog is essential reading](#).

Here's what to expect:

- How to create content that teaches, not preaches
- Where (and how) to distribute content without getting ignored
- Why developer experience (DevX) is a marketing channel
- How community turns users into advocates



#3 — How can you really use AI in sales?

Everyone's talking about AI in sales — but few know how to make it deliver real results.

In our latest episode of Everything Outside Code, William sits down with Lasse, COO at Buro, to unpack how he builds leadgen systems powered by smart automations that actually convert.

From fixing broken funnels to coaching teams on scaling outreach, Lasse shares practical insights you can apply right away :)

 [Watch the full episode here](#)



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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