



The Markup Mindset #11

Hi there, Tahir here.

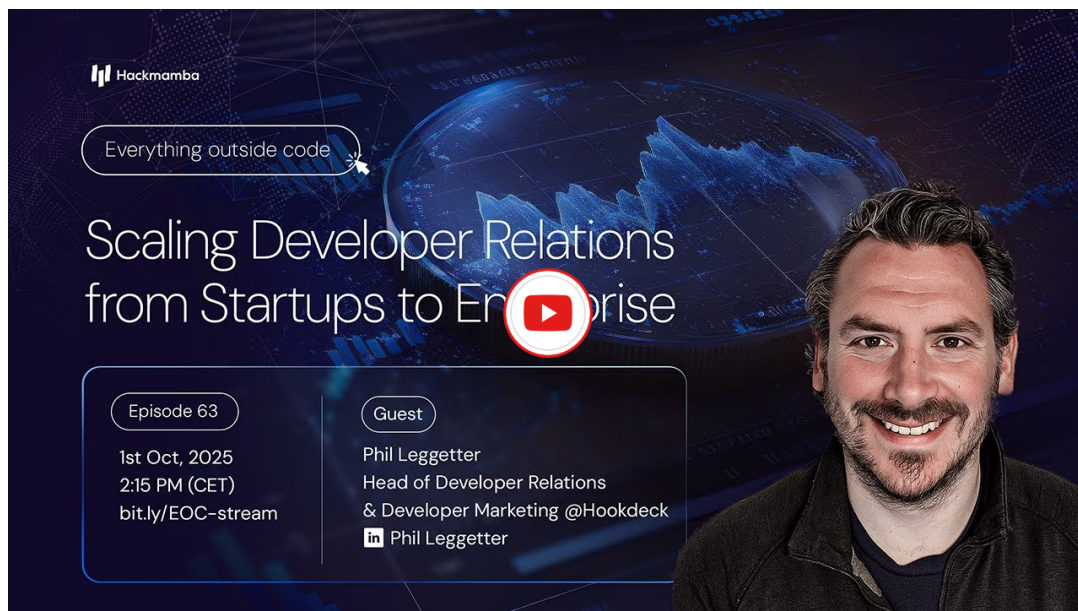
I'm excited for this week's issue. There are a few things I am looking forward to sharing.

If your users are developers, you know that marketing to them needs a different approach. *The Markup Mindset* is where I share what is working in developer marketing and how teams are putting it into practice.

Here's what's on deck today →

#1 — Scaling Developer Relations with Phil Leggetter from Hookdeck

I was watching a chat between William and **Phil Leggetter**, who leads Developer Relations at **Hookdeck**, and a few things stood out. Phil talked about how DevRel changes as companies grow, from one person doing everything to a structure built on focus. At Vonage, he saw the value of smaller teams for developer education, community, and product experience. That clarity made their work faster and more effective.



What I took from Phil's perspective is that DevRel belongs close to product. It is not a marketing extension; it is part of how a company learns from developers and turns that learning into better experiences. I see this as the real shift happening in DevRel today. The best teams treat every piece of feedback, documentation, and tutorial as product input. When that happens, DevRel becomes more than a function. It becomes a living loop between what you build and how developers use it.

#2 — Why Developer Experience Often Breaks

Many developer tool companies find it hard to keep a smooth experience as they grow. Documentation gets outdated, tutorials miss details, and developer feedback does not always reach the product team. These issues make it harder for developers to use the product and slow down adoption.

Flutterwave improved this by focusing on how developers learn and build. They made their documentation easier to follow and kept information clear and consistent. This helped improve developers sentiments and reduced support requests by 10%. Good developer

experience comes from paying attention to small details and keeping the feedback loop active.

[Read the full story →](#)

#3 — Why Most Developer Content Misses the Mark?



Henry, our Head of Content Marketing, spoke some facts in a recent Reo.dev session on why most developer content fails. He explained that content often misses because it is written without a clear purpose. Developers want to solve real problems, not read around them. When content does not lead them to a quick win or show real product value, it gets ignored.

 [Watch the full session](#)

That's it for this week. I hope you enjoyed it.

If something here sparks an idea, try it out. And if you're testing anything interesting in developer marketing, hit reply- I'd love to hear about it.

Cheer!

Tahir

"I spend most of my time helping dev-focused companies figure out how to grow the right way- not by throwing money at channels, but by understanding what actually drives developers and decision makers"



Mohammed Tahir

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