



# The Markup Mindset #12

Hi there, Tahir here!

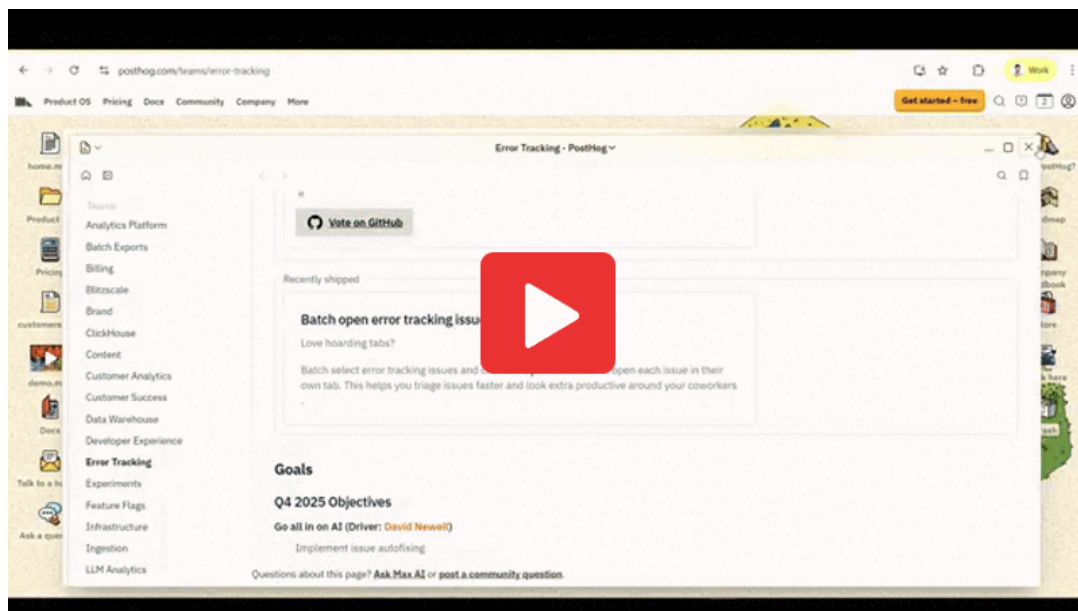
Welcome to a new issue of *The Markup Mindset*

This week we'll look at how PostHog turned its website into an operating system, what OpenAI's new AgentKit means for GTM teams, and how Convex used Reddit to reach developers the right way.

Let's jump in →

## #1 — PostHog's Website is a Operating System

Look, the fact that PostHog did this does not surprise me. As a company, they have always done things differently. Their pricing page is public, their meetings are open, and they are comfortable breaking patterns. So when I saw their new website that looks like an operating system, it felt very on brand. This is the kind of move you expect from a team that likes to experiment and have fun with how they build.



They even put a Rick Astley song in the "trash" folder. Seriously. It is small details like that that show how much thought and personality went into it. Most product websites play it safe, but PostHog turns theirs into a little world. You can click around, move windows, and find hidden things. It feels like something made by people who enjoy what they do.

Overall, It looks good as an idea, but from a conversion point of view, it might be one of the hardest websites to use. The design grabs attention, but it also adds friction. Developers usually visit a site to get something done, like checking documentation, pricing, or setup steps. This layout makes that harder. It feels creative, but not very practical.

## #2 — OpenAI Launches AgentKit

OpenAI launched [AgentKit](#) last week, a toolkit that lets you:

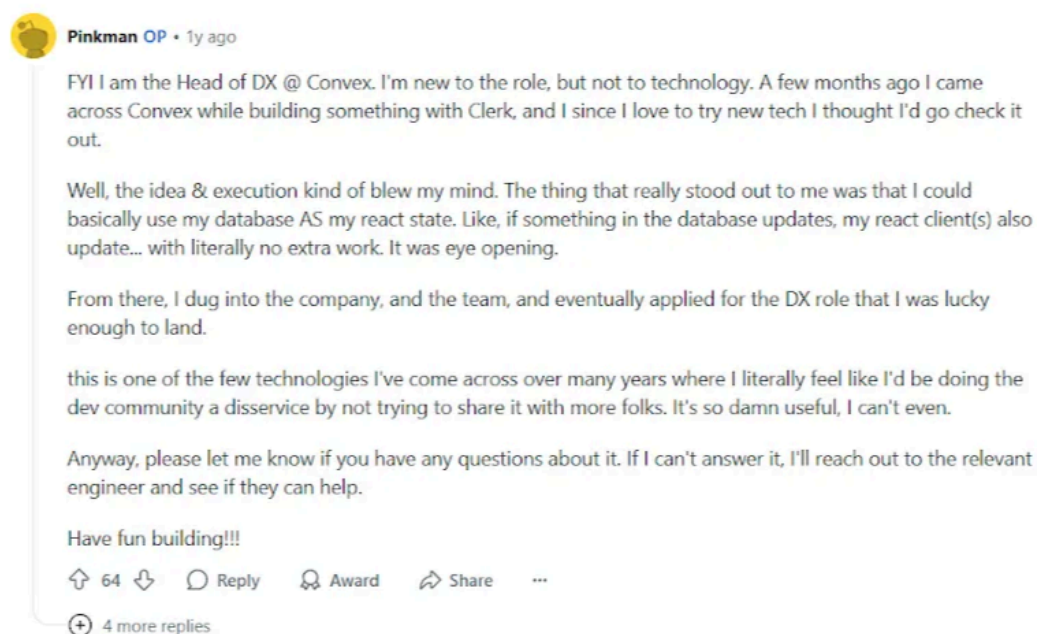
1. **Build** AI agents with a simple drag-and-drop interface.
2. **Connect** them to data sources and APIs through built-in connectors.
3. **Deploy and monitor** them with tracing, evaluation, and embeddable chat UIs.

For Go-to-market teams, AgentKit makes it easier to create agents that qualify leads, summarize customer feedback, or pull insights from analytics tools without heavy developer support. It helps turn ideas into working prototypes faster.

I've seen marketers debating on LinkedIn if n8n will go out of market. Here is what I think: AgentKit and n8n serve different purposes. AgentKit adds intelligence and reasoning, while n8n manages process automation and integrations. Used together, they let GTM teams build smart, automated systems that think and act within the same workflow.

## #3 — How Convex Used Reddit to Reach Developers

In my latest blog post on [developer marketing channels](#), I wrote about how **Convex** used Reddit to announce the open-sourcing of its backend, a 200,000-line reactive database built in Rust. The post on gained strong engagement, with the Head of Developer Experience joining the discussion to share his experience of how he found Convex back then (see image below) and also jumped in to answer technical questions from developers.



It is a good example of how developer marketing works when you participate, share honestly, and stay part of the community conversation.

[Read more here](#)

---

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**

Growth Marketer

**Hackmamba Inc.**

651 N Broad St Suite 201,  
Middletown  
United States of America



You received this email because you signed up on our website or made a purchase from us.

[Unsubscribe](#)