



The Markup Mindset #7

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 — Webinar with Mintlify + Captions - thanks to everyone who came along 😊

A big thank you to everyone who came to our recent webinar, *Docs as AI Knowledge Base: Scaling Customer Experiences in 2025*.

If you weren't able to join us live, you can [catch the replay here](#).



We covered why your docs are no longer just for humans — they're being parsed, read, and surfaced by LLMs to power support agents and improve customer experience.

I wanna hear from you (yes, you!) Are there other webinar topics you'd like us to cover in future sessions? Hit reply and let me know :)

#2 — We're Hiring for a Growth Marketing Manager! 🔥

We're on the lookout for a **Growth Marketing Manager** to join the Hackmamba team.

This is the ideal role for someone hands-on who is ready to get involved in all things content creation, lead generation, and business growth.

A snapshot of what the GMM will be working on:



[You can find out more and apply for the role here](#)

PS. This is my current role; I'm only leaving due to a career change. Rest assured, you'll be working with an awesome team! :D

If you have any questions or want to discuss the role, you can [reach out to me on LinkedIn](#)

#3 — Content Marketing...or not? 🤔

Before you sink time or money into content marketing, [run this quick check first.](#)

Our founder, William, built a brutally honest quiz that tells you whether your team is actually ready for content marketing — or if you're better off investing elsewhere first.

It's quick, costs \$0 - and **could save you thousands.**

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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