



The Markup Mindset #9

Hey there, it's Tahir!

Hope you're doing well :)

We're back with another edition of *The Markup Mindset*: your go-to read for scaling developer marketing, creating high-impact content, and staying ahead in the world of dev-focused SaaS.

Let's dive on in →

#1 — DevRel Running Social: Why It Works

Dan Holdsworth grew his devtool social **446% in 5 months** 🤖.

Here's my take: DevRel isn't just about events or docs. They **speak your users' language, know where your audience hangs out, and actually care about the product**. That makes them naturally the best people to run social, way more than anyone scheduling posts from a dashboard.

If you're thinking about reach, ask yourself: **who really owns your distribution?**



#2 — Hiring Your First Technical Writer

If you're serious about developer adoption, **a technical writer isn't optional- it's essential**. Good docs aren't just content- they're how developers understand, trust, and choose your product.

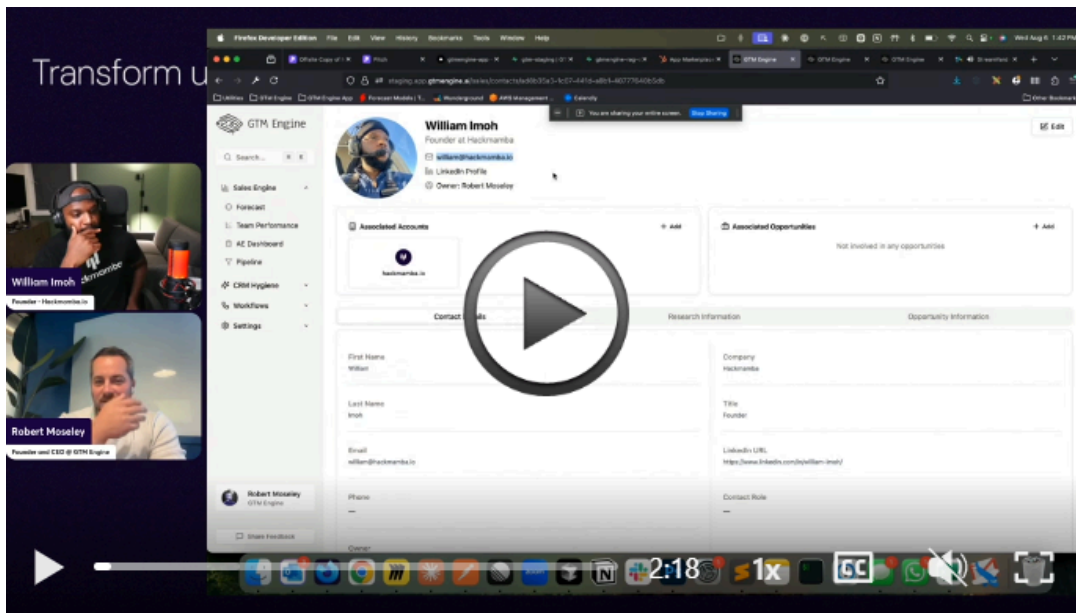
Mintlify has a solid guide on this [here →](#).

The rule is simple: hire someone who **gets developers and your product**, and give them full ownership of your docs. Done right, it transforms how your product is experienced.

#3 — Stop Wasting Hours on Prospecting

I've seen countless sales teams waste hours manually researching prospects, and still end up with messy data. Robert Moseley shows William how [GTM Engine](#), automatically gathering accurate insights and feeding your CRM without extra work.

Here's the thing: **good data is the backbone of predictable sales**. When reps don't have to chase info, they can focus on conversations that actually close deals. That's the kind of efficiency every dev-focused sales team should aim for.



That's it for this week.

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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