

Issue #34



Helping devtools win over technical audiences

MARKUP MINDSET

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TMM #34 – GEO is Volatile and How F5 Actually Uses Content Inside Enterprise Sale



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Hey there,

Welcome back to another edition of **The Markup Mindset**.

I just woke up to the news coming out of Nepal. Sending all my love to everyone affected. I hope things get better soon.

This week, we're covering:

- **Why you shouldn't build your GEO strategy around one domain.**
- **How enterprise content can help sales engineers close deals.**

- **How we're speeding up month-end reporting across multiple clients.**

But first, let's hear from our sponsor for this week's edition.



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Let's get started!

1. Don't build your GEO strategy around one domain

Reddit was the domain everyone wanted in their GEO strategy. Then its share of ChatGPT citations dropped from **3.83% to 0.52%** in days. That's an 86% drop.

And this volatility is bigger than Reddit. Parse, which analyzed more than 16,000 ChatGPT prompts, found that when the same prompt was run again, only [21.2% of the cited domains overlapped](#). GetMentions found that [69% of sources in a typical AI answer changed overnight](#).

So don't build your GEO strategy around Reddit, Forbes, G2, or any other domain. **Build the brand across all of them.** For a developer product, that means getting mentioned by customers, technical publications, communities, YouTube creators, review sites, comparison pages, and other third-party sources. If ChatGPT changes which domain it prefers tomorrow, you still have a brand with a broad footprint instead of one domain carrying your entire GEO strategy.

2. Enterprise content should help SEs close the deal

This week, I got a chance to speak with **Buu Lam**, who spent more than a decade in Solutions Engineering at F5. He shared two examples that show how technical content can actually help move an enterprise deal forward.

The first was a 100+ page Microsoft Exchange deployment guide. F5 built it for customers who had already decided to use F5 but needed to figure out how to deploy it in their environment. It covered prerequisites, supported versions, configuration, certificates, SSL offloading, security settings, and troubleshooting. For the Sales Engineer, it meant having a tested technical resource to take the customer from “F5 looks right” to “we know how to deploy this.”

The second was F5's State of Application Strategy report. Buu used the same report with completely different people. With engineers, it helped start conversations around what they should learn and where to invest technical time. With budget holders, it became a way to discuss market trends, priorities, and investment. So, basically the way Sales used the content changed depending on who was sitting across the table.

That's the kind of enterprise content I'd want a devtool team to build. Not more ebooks for the sake of having ebooks. Build the technical assets your SEs need to move a deal forward.

[Read more](#)

3. How we do reporting at Hackmamba

We're growth partners for multiple clients now, which means we also need to be 10x faster at everything we do, including reporting.

For month-end, we need to pull data across GA4, Google Ads, Meta, and other channels, understand what changed, and turn it into something the team can act on. We've been using [Gomarble](#) to speed up that process. Connect the data sources, tell it what you want to analyze, and it gives us a solid first report in seconds.

It takes a lot of the manual work out of reporting and lets us spend more time on what the numbers actually mean and what we should do next.

Hope this helps, and no, we're not affiliated with Gomarble. :))

If you're new to The Markup Mindset, you can browse all the previous editions in our [public archive](#).

That's it from me this week. If you have a take on anything I covered, reply to this email or find me on [LinkedIn](#). I'd genuinely love to hear it.

And if someone in your team is working on developer marketing, send this edition their way.

See you soon,

Tahir

More from us:

1. [How Actian brought VectorAI DB to developers \(w/Jennifer Jackson\)](#)
2. [Examples of bad documentation \(and how to fix each one\)](#)
3. [10 developer tool homepages that get one thing right](#)

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