

Issue #28



Helping devtools win over technical audiences

MARKUP MINDSET

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TMM #28– GTM Engineers Are Back in Demand, Are LinkedIn Groups Dead, and How Much Friction Will Developers Tolerate?



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Hey there,

Welcome back to another edition of The Markup Mindset.

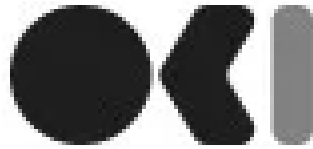
I saw a report this week that said Europe is warming more than twice as fast as the global average, making it the fastest-warming continent on Earth. To all my readers in Europe, stay hydrated.

Jumping into what we're covering this week:

- GTM Engineers are back in demand, what should you know
- Are LinkedIn groups really dead?
- Why developers tolerate more friction than marketers think

Let's get into it.

Before we start, a word from this week's sponsor:



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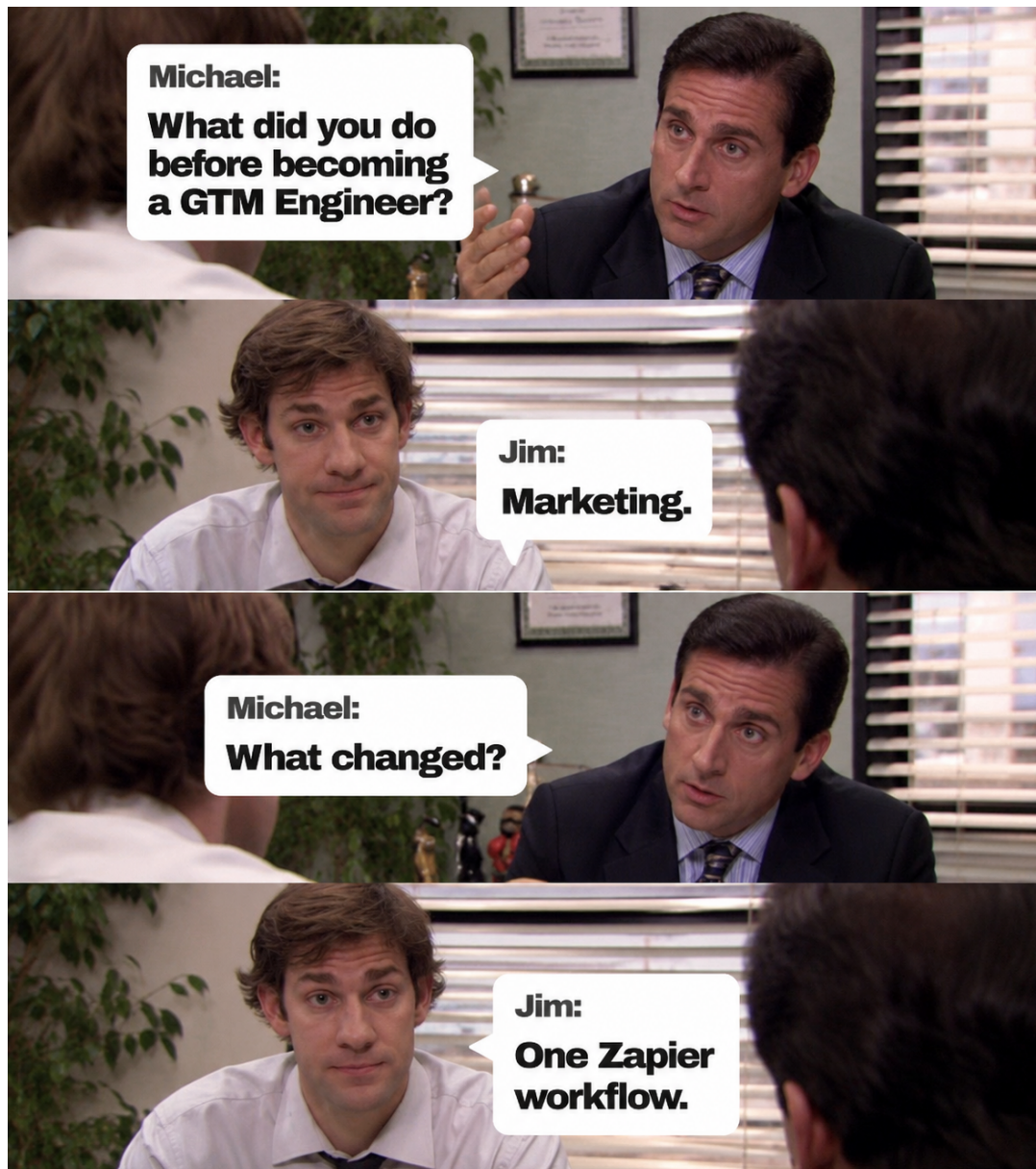
Lets Start

1. GTM engineers are back in demand

Every week, I seem to come across another GTM Engineer job posting.

A lot of that momentum can be traced back to Clay. A few years ago, Clay didn't just build a product, they started building a category around

GTM Engineering. Today, [their job board](#) is packed with companies hiring for the role, and LinkedIn is full of operators adding "GTM Engineer" to their profiles.

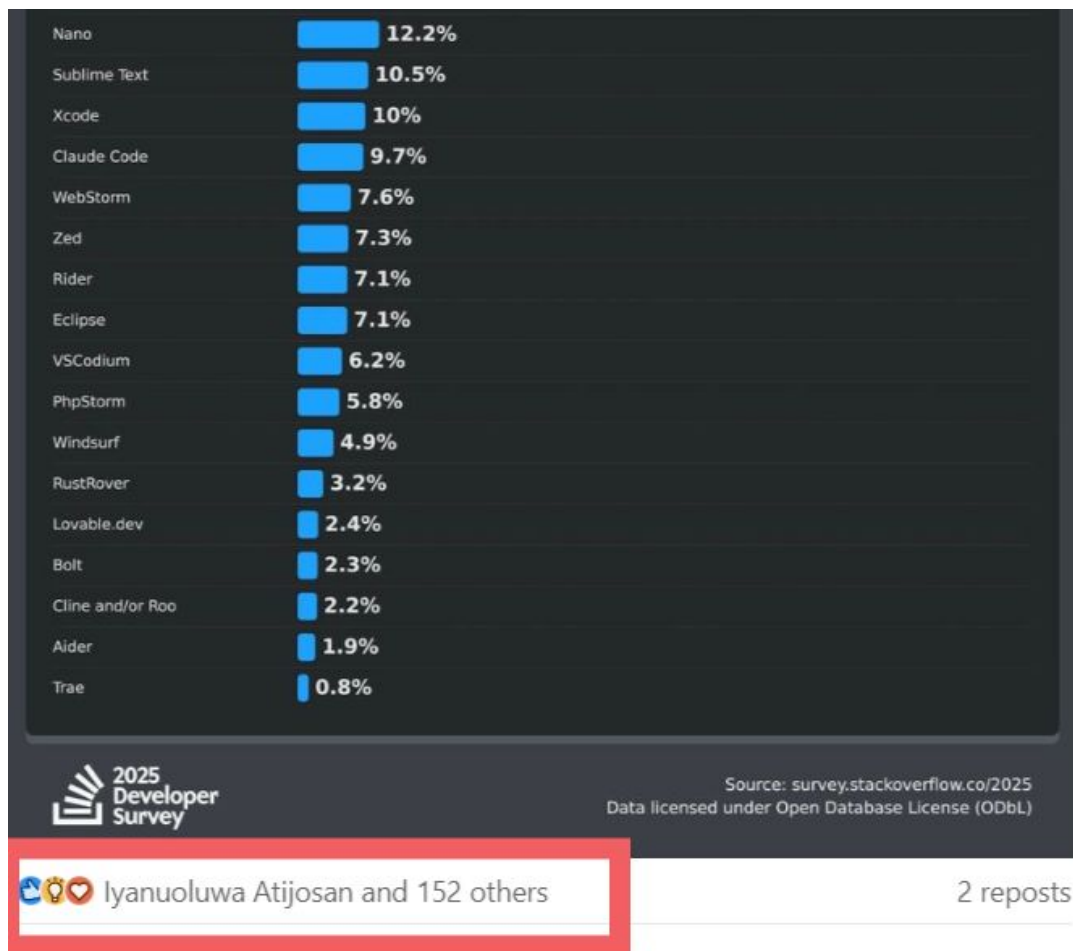


What I find interesting is how the word 'engineer' is slowly making its way into every corner of marketing. We now have GTM Engineers, Marketing Engineers, and SEO Engineers. Content Engineer probably isn't far behind. The reason is simple. Growth teams are spending less time executing campaigns and more time building systems. AI workflows, outbound infrastructure, enrichment pipelines, attribution models, reporting layers, and agent-powered automations. The marketers creating the most leverage today are often the ones building things.

The part that gets lost in all the excitement is whether every company actually needs one. Senior GTM Engineers can easily command salaries north of \$200k a year, which is a significant investment for a seed-stage startup. If you're still trying to figure out positioning, messaging, distribution, or product-market fit, hiring a GTM Engineer probably won't solve the problem. In many cases, it makes more sense to bring in outside help, map the workflows worth automating, and understand where the operational bottlenecks are before making a full-time hire. Founders have a habit of copying what other founders are doing. The bandwagon effect is powerful. The companies that benefit most from GTM Engineering are usually the ones that have already found a repeatable motion and need systems to scale it.

2. Are LinkedIn groups dead?

Most marketers think LinkedIn Groups are dead because they tested a few groups years ago, saw little engagement, and moved on.



Reactions



Over the last three years, we've found a handful of LinkedIn Groups that consistently help us distribute content to developers, especially AI engineers, DevOps practitioners, and platform engineers. Recently, we shared a CodeRabbit article in one of these groups and it generated 152 reactions and thousands of impressions.

One thing I've noticed is that the best groups are rarely called "Software Developers" or "Programmers Network." Instead, look for groups around Kubernetes, Python, AI Engineering, DevOps, Platform Engineering, MLOps, LangChain, or specific open source projects. That's where developers are discussing tools, workflows, and technical problems. If you want the LinkedIn Groups that are currently working for us, send me a message and I'll share the list.

3. Developers tolerate more friction than marketers think

A developer tools company recently shared that it crossed \$100M+ ARR with zero marketing spend.

I was reading through the company's announcement post on reddit and many developers were still asking for better documentation, support, and troubleshooting resources. That surprised me because a company at that scale could easily afford to hire a few technical writers and invest in developer experience. Yet 600,000 developers are willing to work through the friction to get the outcome they want.

The psychology is interesting. Developers will tolerate friction when the value is high enough. They'll search Reddit, join Discord servers, and piece together answers on their own. But that tolerance has a limit. It lasts until a credible alternative shows up with similar capabilities and a better experience. At that point, documentation stops being a nice-to-have and starts becoming a competitive advantage. Usage is not the same as advocacy. A developer using your product despite the friction is very different from a developer recommending it to the rest of their team.

That's it for this week.

I hope at least one idea in this edition gives you something to test, question, or look at differently.

If it did, hit reply. I'd love to hear what's working for you.

See you in the next edition,

Tahir

More from us:

1. [PPC for developer tools: the complete playbook](#)
2. [How Roadmap grew organic traffic by 138% in 24 months by building topical authority](#)
3. [This is how we do SEO for developer tools: A complete guide](#)

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