

Issue #19



Helping devtools win over technical audiences

MARKUP MINDSET

www.hackmamba.io



TMM #19– LinkedIn distribution, ChatGPT ads and more



Tahir, B2D Growth Marketer @ Hackmamba

Hey there, and welcome back.

As always, I try to share the most useful updates in developer marketing and focus on what actually helps teams move the needle.

This week in The Markup Mindset, we are covering:

- What's changing in the LinkedIn algorithm and why impressions are dropping.
- Native ads coming to ChatGPT and what that means for distribution.
- What Grafana got right about driving adoption before revenue.
- Whether Vibe GTM is a real category or just early noise.

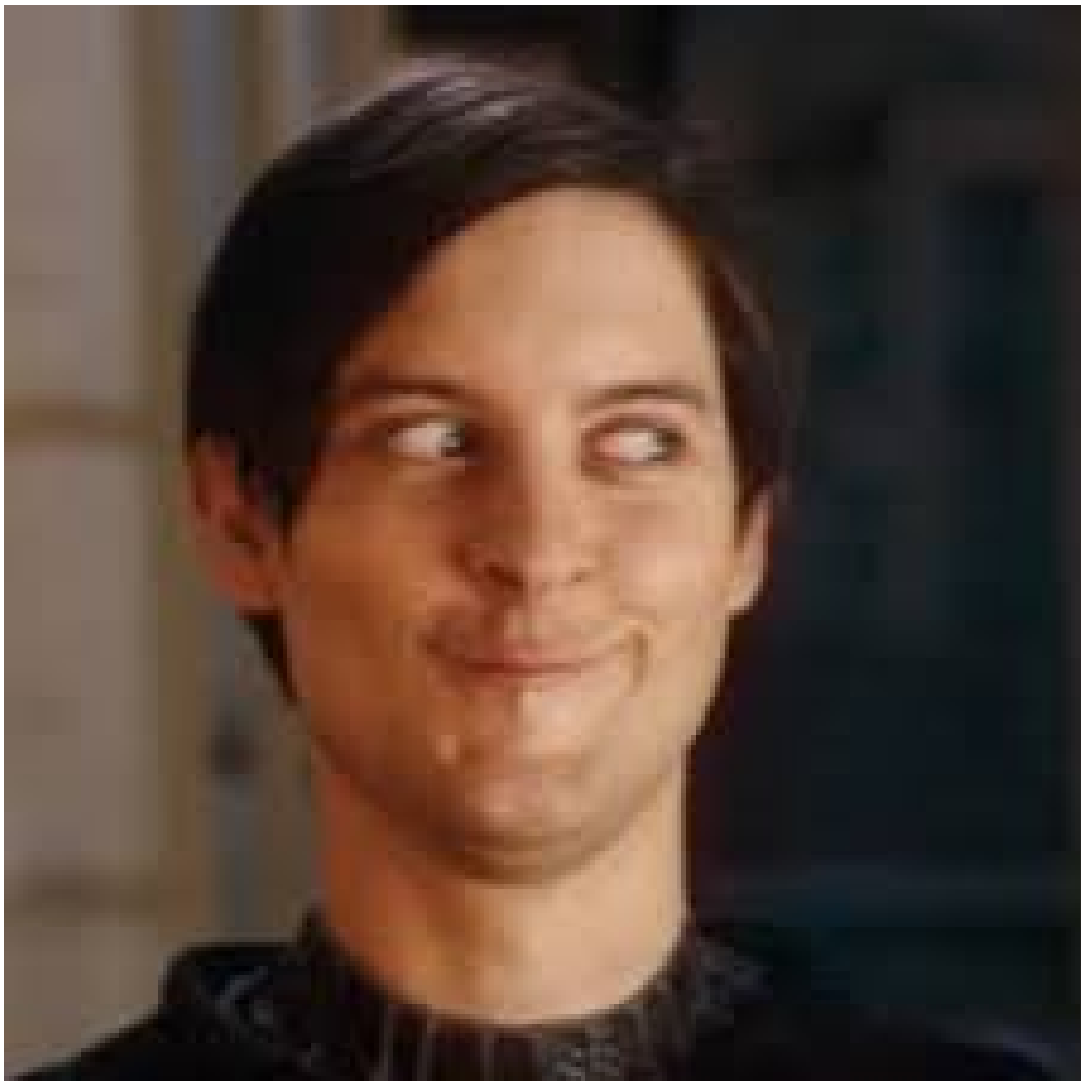
Let's get started.

Lets get started!

1. What's happening with LinkedIn algorithm?

This is not new for LinkedIn. For years, the platform has been tightening distribution, what is new now is the scale of the impact. Almost all my connections who use LinkedIn as a distribution channel are seeing a sharp drop in impressions. Posts that once hit 100k impressions within an hour are now closer to 500 in the same window

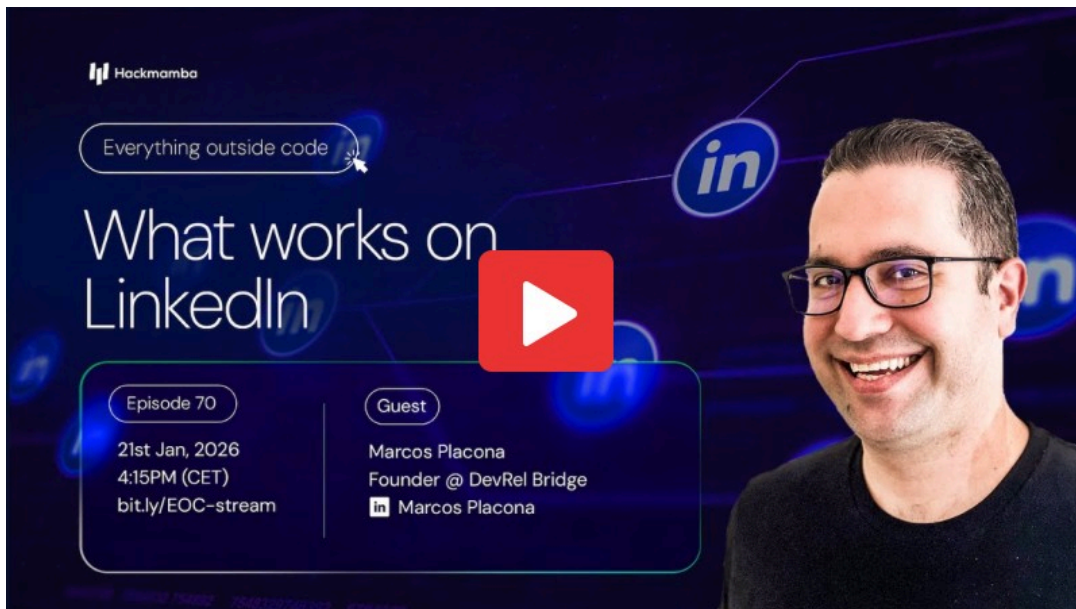
These are the accounts using the “comment playbook” tactic to manufacture LinkedIn growth :)



I was speaking to a founder who still continues to get good traction on his account, and he said he continues to focus on three things.

1. First, he writes posts people want to save. Clear frameworks, decision breakdowns, and lessons from work that are worth revisiting.
2. Second, he shares stories tied to specific decisions. What he did, why he did it, and what followed.
3. Third, he reposts his own posts. Not immediately, but after some time has passed. This gives people who did not see it the first time another chance to engage and increases the likelihood of the post being seen by the right audience.

This lines up with what Marcus was saying the other day on the [EOC podcast](#). The shift is away from shallow reach and toward conversations with intent behind them.

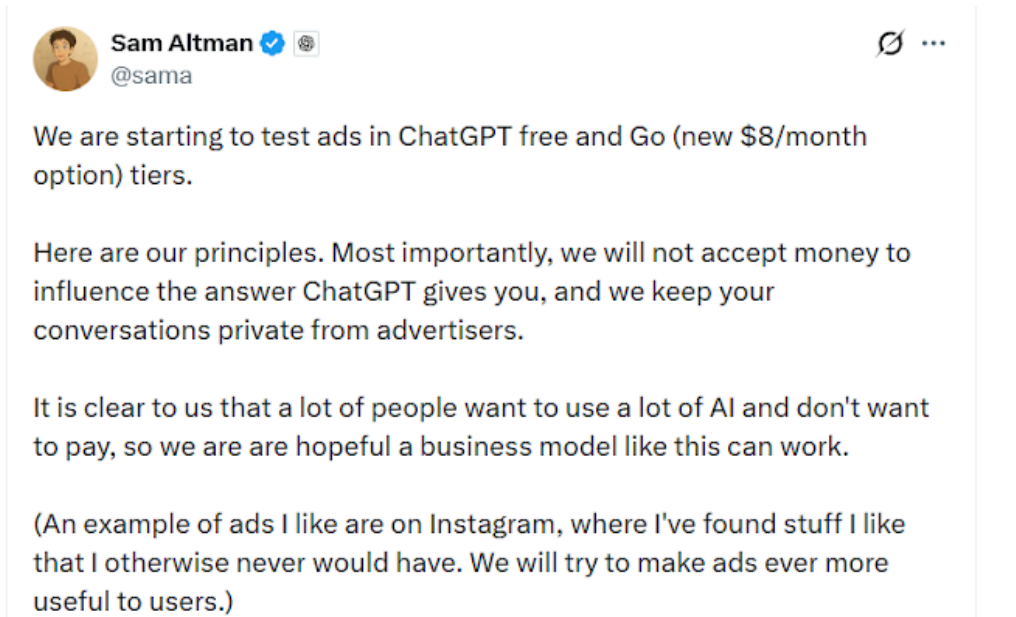


I am glad LinkedIn is moving in this direction. It feels like the platform is making space for human conversations again, filling the gap Twitter left behind.

2. Native ads are coming to ChatGPT

Sam Altman shared that ads are coming to ChatGPT for users on free and entry-level plans. Ads will appear after responses, clearly labeled, and will not affect how answers are generated. Paid plans will remain ad free.

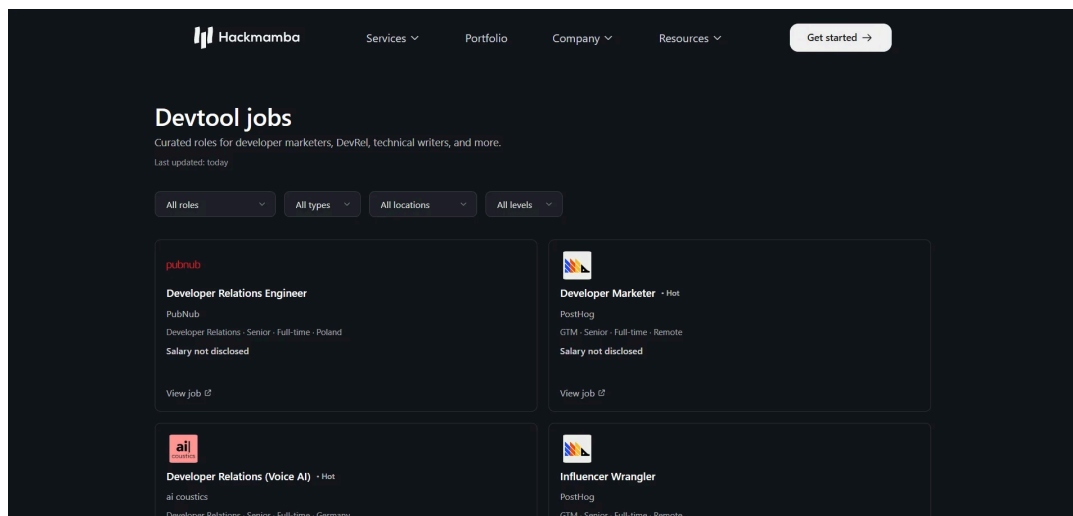
Functionally, this behaves like search ads. A user asks a specific question and a relevant paid result can appear immediately after that question.



This is great for devtools. In the last edition, we covered Stack Overflow native ads, which show up inside question feeds. Now ChatGPT ads show up after a question is answered. Both channels activate only when a developer is already trying to solve a problem. Teams that already understand which developer questions drive trials and signups will be best positioned to use these surfaces.

More jobs.....

Some strong devtool teams are actively hiring right now across GTM, technical writing, and DevRel roles. Hostinger, Apify, and Rubrik all have open roles worth looking at if you are in this space.



If you are exploring a move or keeping an eye on the market, you can find these and more roles on the devtool job board, [check out the portal](#) now.

3. Insight for the week:

Learn from Grafana: how to increase adoption

I was reading through a blog about how Grafana grew over the years and a few things stood out to me. Everyone talks about their developer adoption, but the mechanics behind it are easy to miss.

Grafana did not try to win the whole observability stack. They focused on one problem and one surface. Dashboards. That made it easy for teams to start using Grafana without changing anything else. They also did not rush monetization. Adoption came first, revenue followed later when teams were already depending on the product.

What I found interesting was how they read intent without forcing signups. Docs usage, community questions, and GitHub activity told them who was ready. By the time sales entered the picture, the product was already doing the heavy lifting.

[Worth a read](#) if you are thinking about adoption before revenue for a devtool.

4. Vibe GTM is a real category or just early noise?

Last week, a YC-backed tool launched claiming it could handle the entire GTM workflow with a single prompt. Prospecting, scraping, enriching, ranking, and pulling signals all in one flow. On the surface, it sounds ambitious. Under the hood, what these tools are doing is orchestrating existing data sources, enrichment APIs, and models into one guided workflow that removes a lot of manual setup.

The open question is whether this becomes a lasting product category or short-term noise. Tools like Clay have already proven there is real demand for flexible GTM infrastructure that lets teams assemble their own workflows. Vibe-style GTM tools push that idea further by hiding the complexity behind prompts. That can lower the barrier for teams getting started, but it also reduces control.

Whether this works at scale depends on how much trust teams place in automated decisions and how often they need to intervene. This feels like an area we need to watch closely. It is early, and it will take time to see if this approach compounds or fades.

That's it for this week.

If any of these topics sparked a thought or you are seeing similar patterns on your end, I would love to hear from you.

Tahir

More from us:

1. [How Kwala shipped its developer documentation using the Diátaxis framework](#)
2. [How to launch a developer tool on Product Hunt in 2026 with Flo Merian](#)
3. [5 best technical writing agencies for SaaS & devtools \(2026\)](#)

Helping devtools win over technical audiences

MARKUP MINDSET

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](#)