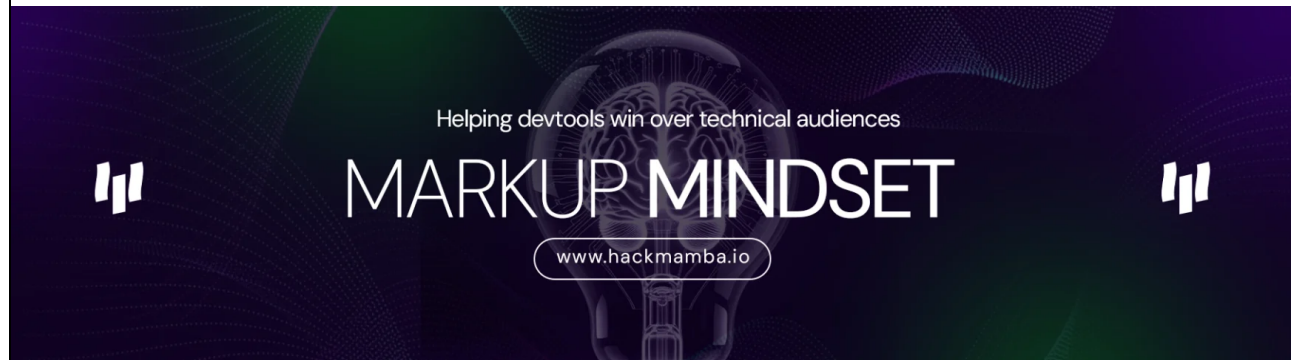


What we are seeing with Reddit ads, how DevRel teams are reporting impact, a quick thank you before the year ends.

[View in browser](#)

Issue #17



TMM #16– Closing the year With 4,000 readers!



Tahir, B2D Growth Marketer @ Hackmamba

Hey there, and hope you are winding down well as we head into the Christmas break.

This week in *The Markup Mindset*, we are looking at a few things that stood out across devtool teams over the past few weeks.

- A closer look at how to think about reddit ads
- What it takes to get a clearer view of DevRel impact without manual reporting.
- A surprise announcement from us.
- And finally our product hunt guide is out!

Lets get started!

1. Reddit ads is not a demand capture channel. It is a demand creation channel.

Reddit does not work like search.

If you run Reddit ads with the same copy you use for Google Search, they will not convert. Because search ads works differently from Reddit ads.

On search ads, you capture the intent, but reddit ads, you create demand. So the copy and creatives absolutely change for both the channels.

I have spent a large part of my early career working closely with software developers. One thing I have noticed is developers respond to honesty and humor. They like to poke fun at their own situations.

That is the context most Reddit ads miss. Take this ad from dotCMS



u/dotCMS • Promoted



It's not that we don't love this guy breathing down our necks. But sometimes marketing should be able to update the website themselves. Get a CMS that developers and marketers both love.

Marketers waiting for the dev team to update that one image on the homepage



dotcms.com

[Learn More](#)

On the surface, it is just a meme. But the insight behind it is strong.

The meme shows a marketer waiting for a developer to update a single image on the homepage. Every marketer recognizes this moment. More importantly, developers recognize it too. They have been on the other side of that request.

The ad does not blame developers and does not position marketing as the victim. It simply reflects a shared reality inside product teams.

That is why it works. On Reddit, especially with developers, connection comes before conversion. Humor creates familiarity. Familiarity creates interest. Interest creates demand over time.

This is not an ad designed to drive immediate signups. It is designed to make the product feel relevant before the buyer is ready.

That is how Reddit ads works for devtools.

2. Insight of the week

If you report DevRel metrics to leadership, you already know this pain.

DevRel data is scattered. Event attendance sits in one tool. Content engagement in another. Developer profiles live somewhere else. When it is time to report, everything has to be pulled into spreadsheets and stitched together by hand.

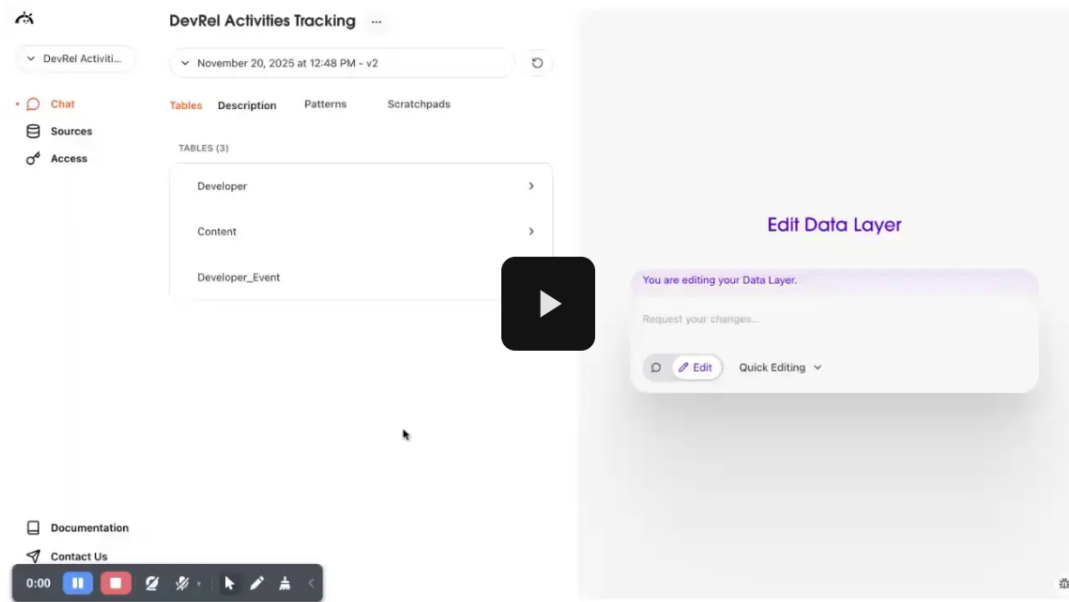
That work takes time and still does not show the real developer journey.

We recently spoke with TC from Astrobee and tested how their product works

This is what we did:

1. We created a Google Sheet with three tabs: Developers, Events, and Content Assets. These are the same inputs most DevRel teams already track.
2. We connected the sheet to Astrobee using their Fivetran based connector and synced the data.
3. Then we clicked "Create Data Layer".

[Astrobee](#) matched developer identities, connected events to content, aligned the data, and created a model we could query right away.



In a few minutes, we had a clean view of the developer journey without writing SQL or managing pipelines..

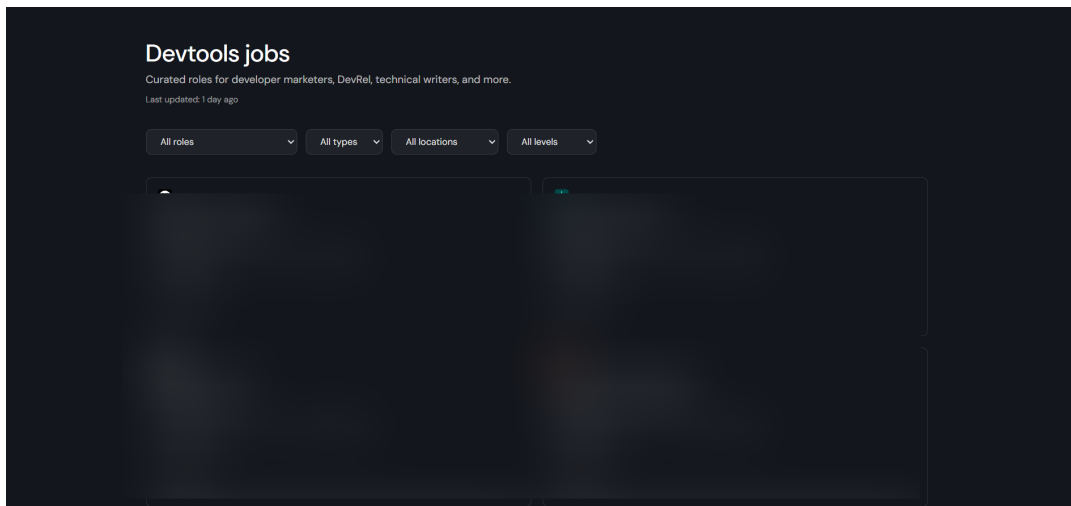
If DevRel reporting is part of your job, this tool will be useful.

3. Consider this as our Christmas gift

We have been working on this quietly and are ready to share it.

We are launching a dedicated job portal for devtools roles in January 2026.

If you work in technical writing, DevRel, or developer marketing, you already know how hard it is to find relevant roles. Jobs are spread across Slack communities, company career pages, third party job boards, and LinkedIn. There is no single place that is focused specifically on devtools roles.



This makes it easy to miss good opportunities and hard to keep track of what is actually available.

The goal of this job portal is to bring devtools roles into one place. It will include full time and part time roles that are relevant to people working in developer focused teams. Listings will be curated and kept up to date so the signal stays clean.

We are building this for people who work closely with developer products and want roles that reflect that experience.

We will share more details as we get closer to launch. Keep an eye on this space for updates.

4. Finally, the Product Hunt guide is ready!

In the last edition, I mentioned that we were working on an updated Product Hunt launch guide.

It is ready.

We put this together in collaboration with [Flo Merian](#). Huge thanks to Flo for sharing his time and insights and helping make this practical and current.

The guide focuses on what actually matters for Product Hunt launches right now.

1. How to think about a launch and where it fits in your growth motion.
2. When to launch and how timing plays out in practice.

3. Whether early supporters are really needed before you go live.
4. How the Product Hunt algorithm behaves today.

If you are planning a Product Hunt launch in Q1 2026, [this](#) should help you go in with clearer expectations and fewer surprises

That's all for this year.

Thank you for being part of *The Markup Mindset* and for reading along as we share what we are learning from working with devtool teams.

I hope you have a restful Christmas and a great New Year with your family and loved ones.

We will see you again in the new year.

Tahir

More from us:

1. [How to create developer video content? I ran a survey](#)
2. [What Founders Get Wrong About Hiring Remote Teams — with CTO of Coax](#)
3. [Leftover Budget? 5 Content Ideas to Start Strong in 2026](#)

Helping devtools win over technical audiences

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