

Issue #30



Helping devtools win over technical audiences

MARKUP MINDSET

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TMM #30 – Reddit Seeding Isn't a Strategy, Novelty Wins Always, and Developer Events



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Hey there,

Welcome to the **30th edition** of **The Markup Mindset!** 🎉

I was sharing our Q2 newsletter growth numbers with William yesterday. We had set ourselves a goal of **30% subscriber growth** over Q1, and we finished at **30.3%**. Even better, our average monthly unsubscribes dropped from **11** to **5**.

To everyone who has been reading, replying, and sharing these editions, thank you. It means a lot, and it tells us we're heading in the right direction.

This week we're covering:

- **Why Reddit seeding shouldn't be your Reddit strategy**
- **Why novelty makes marketing easier for developer tools**
- **Upcoming developer events worth planning for**

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



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Let's get started!

1. Reddit seeding isn't your reddit strategy

I'm going to be pretty honest here, Reddit seeding still works and it's real. You can buy aged accounts, build karma, ask your champions to mention your product, or quietly drop your brand into relevant threads from anonymous accounts (hoping you don't get banned). Those mentions can absolutely get picked up by Google and AI search. The question I always ask is: **what happens if a developer figures out what you're doing?**



This is exactly the kind of marketing developers hate. The upside is a few brand mentions and maybe an AI citation. The downside is losing credibility with the very community you're trying to win. That's a trade-off I'd never make.

This is the approach we've settled on at Hackmamba. We maintain a handful of genuine Reddit accounts that we've built over time by having conversations with developers. We don't look for places to mention our client's product. We look for questions we can genuinely answer. If our client's product happens to solve the problem, we're transparent about it.

Hey, I'm one of the Developers at <company name> . Full disclosure, we built a product in this space 😊. There are honestly a few good options depending on your use case, so don't take my word for it. If you're trying to solve X, I'd look at A or B. We focused on Y because our customers kept running into that problem. Happy to answer any questions, even if you never use our product.

We also repurpose ideas on reddit, which is the major chunk of reddit work we do. Say we've written about API versioning. We won't post the blog as it is. We'll take one opinion from it and start a discussion around

that opinion. Then we'll spend time in the comments debating it with developers. If someone asks how we arrived at that conclusion, or wants more context, that's when we'll DM it to them, not drop links (very important). More often than not, someone else replies, *"Just share it here."* We'd rather earn permission than assume we have it.

2. Novelty makes marketing easier

It's hard to market a product that isn't novel.

By novelty, I don't mean creating a new category. I mean giving developers a clear reason to switch from what they're already using. If your product solves the same problem in the same way as every other tool in an established category, marketing has very little to amplify. You're asking developers to change their workflow without giving them a compelling reason to do it.

Before investing heavily in marketing, ask yourself two questions. **Does your product solve a genuine problem developers care about?** And if you're entering an established category, **what's your point of differentiation?** Maybe you're 5x faster, reduce GPU costs by 40%, or deploy in under 30 seconds. Whatever the claim is, prove it. Publish benchmark reports, explain your methodology, and make the results reproducible. Reflection 70B is a good reminder that developers don't take benchmark claims at face value. They'll validate them themselves.

**For me, that's what novelty looks like in developer tools:
Differentiation + Reproducible Proof.**

3. Upcoming developer events worth attending

We're at that point in the quarter where most teams start planning their Q3 and Q4 event calendar. Here are a few worth keeping on your radar:

- [All Things Open](#) (October 18–20, Raleigh, North Carolina) – One of the best conferences for developer tools, open source, and engineering teams. Big enough to attract engineering leaders, small enough for startups to have meaningful conversations.

- [GitHub Universe](#) (October 28–29, San Francisco + Online) – A great event to understand where AI coding, open source, and the broader developer tooling ecosystem are heading. Expect plenty of product launches and technical announcements.
- [Texas Linux Fest](#) (November 6–7, Austin, Texas) – A community-led event for Linux, infrastructure, and open source developers. If your audience includes platform engineers or OSS contributors, this is a high-signal conference.
- [KubeCon + CloudNativeCon North America](#) (November 9–12, Salt Lake City, Utah) – If you're building for Kubernetes, DevOps, platform engineering, or cloud infrastructure teams, this remains one of the most important conferences of the year.

That's it for this week.

If you've been enjoying The Markup Mindset, I'd love to hear from you. Tag me on LinkedIn and let me know what you think.

And if you think a friend or colleague would find this edition useful, feel free to forward it their way.

See you in the next edition.

Tahir

More from us:

1. [Technical content marketing guide for developer tools](#)
2. [How Cloudinary grew organic traffic by 88% in 5 months with developer-focused content](#)
3. [How to create developer video content? I ran a survey](#)

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