



The Markup Mindset #8

Hey there!

I'm Tahir, and I'll be writing *The Markup Mindset* from here on.

If you've been following this newsletter before, you'll notice a change of voice- I'm taking over from Hannah, and my goal is simple: to help you understand what actually works in developer marketing, from a leader's perspective.

Let's dive on in →

#1 — Developer Marketing in the Time of the AI Gold Rush 😁

Prashant Sridharan (Head of Product Marketing at Supabase) recently shared a perspective that stuck with me:

"Help first is the fundamental principle of developer marketing. I actually believe it should be the fundamental principle of life."

He laid out five ideas every leader should keep in mind in this "AI gold rush" moment:

- Fundamentals matter more than tools.

- Helpfulness builds the strongest relationships.
- Listening comes before engagement.
- AI saves time, but adaptability is the real skill.
- Continuous learning is non-negotiable.



#2- LLMs and Content: Cutting Through the Noise

Everyone is trying to invent a new term for LLM search- GEO, AEO, LLM SEO. At [Hackmamba](#), we see the same truth: the basics haven't changed.

If you want to show up in LLM answers tomorrow, the playbook is the same as good SEO today:



If you'd like to see how we break this down, William wrote about it on [LinkedIn](#)

#3 — From Enterprise-First to Developer-First

Lisa-Marie Namphy, Head of DevRel at Intuit, has a lesson every CMO should hear: the real shift wasn't about running events or setting up a community, it was cultural.

Their leadership understood that developers needed to be treated as a core audience, not an afterthought. That meant starting with strong documentation, aligning company goals with developer engagement, and avoiding the temptation to over-commercialize relationships.

That pivot- from enterprise-first to developer-first, reshaped how they grew. [Watch her full talk here](#)

That's a good place to stop for now.

My hope with this newsletter is simple: each week you leave with one or two ideas that make developer marketing feel a little clearer, a little less noisy.

I'm not here to send monologues- I'd rather have a conversation. If you're facing a challenge with developers, reply and tell me. I'll read it,

and if I can, I'll bring that perspective into a future issue.

Thanks for giving this your time. I'll be back next Thursday.

Tahir

"I spend most of my time helping dev-focused companies figure out how to grow the right way- not by throwing money at channels, but by understanding what actually drives developers and decision-makers"



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