



INTRO: THE PLACE OF MARKETING AND PRODUCT MANAGEMENT IN THE WHOLE PICTURE

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AGENDA

- Intro: context
- Product development
- Specifics of developer marketing
- PMM role

TEAMS



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Management Team (CEOs, COO, Founders, Fellows, VPs, Development department leads)

Product Team

Team Lead / Project Manager
Product Marketing Manager
Developers
Quality Assurance
Support

Administration (IT, HR, etc)

Sales

Marketing

Evangelism

Design

Web Team

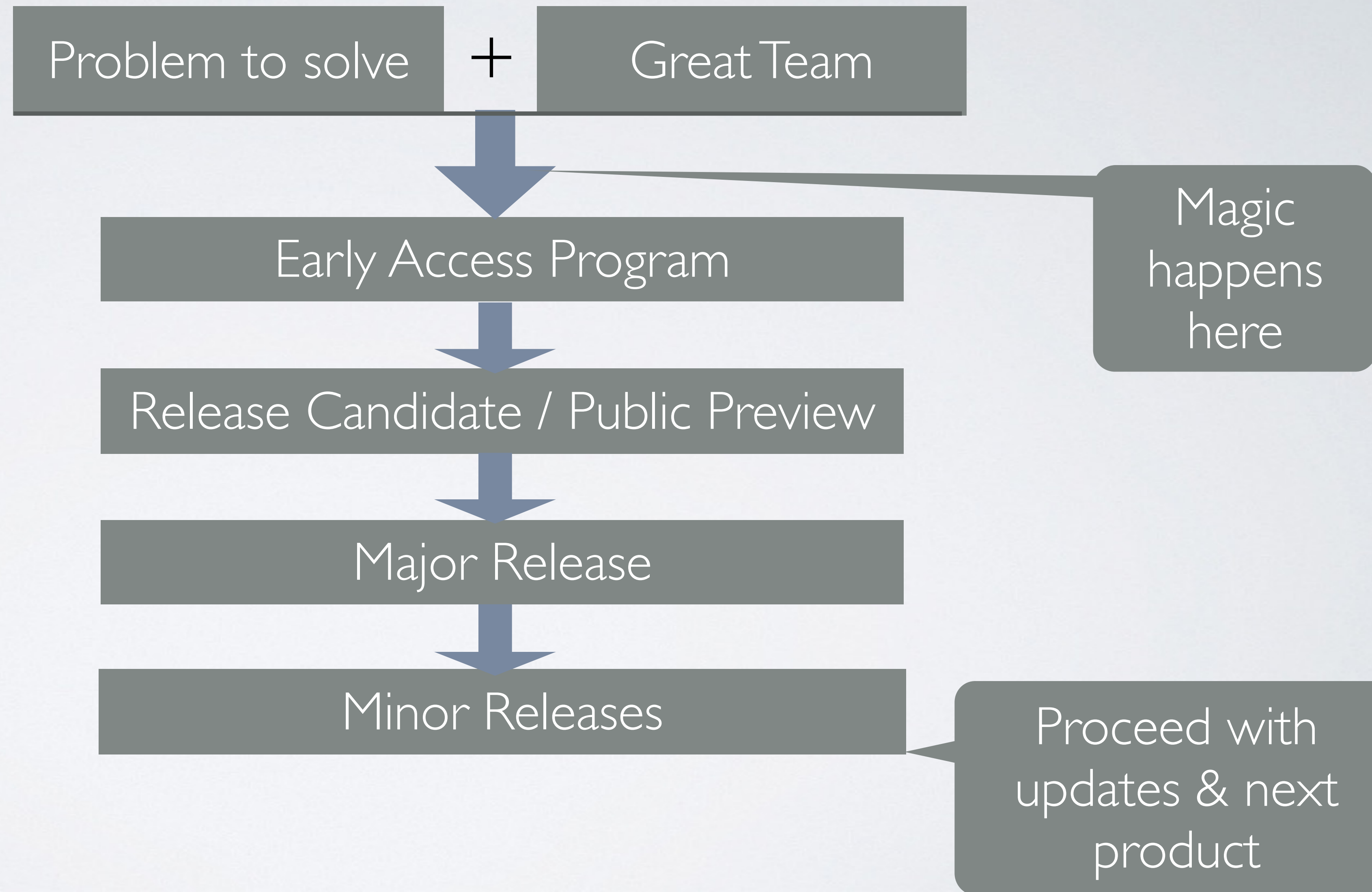
... and more

PRODUCT DEVELOPMENT



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* We like to joke.
Not only BDD.



Two important principles

SUPPORT MATTERS

- You talk to developers!
- Open YouTrack Issue Tracker
- Email Support / ZenDesk
- Forums (Community Support)
- Social Media
- Other Resources

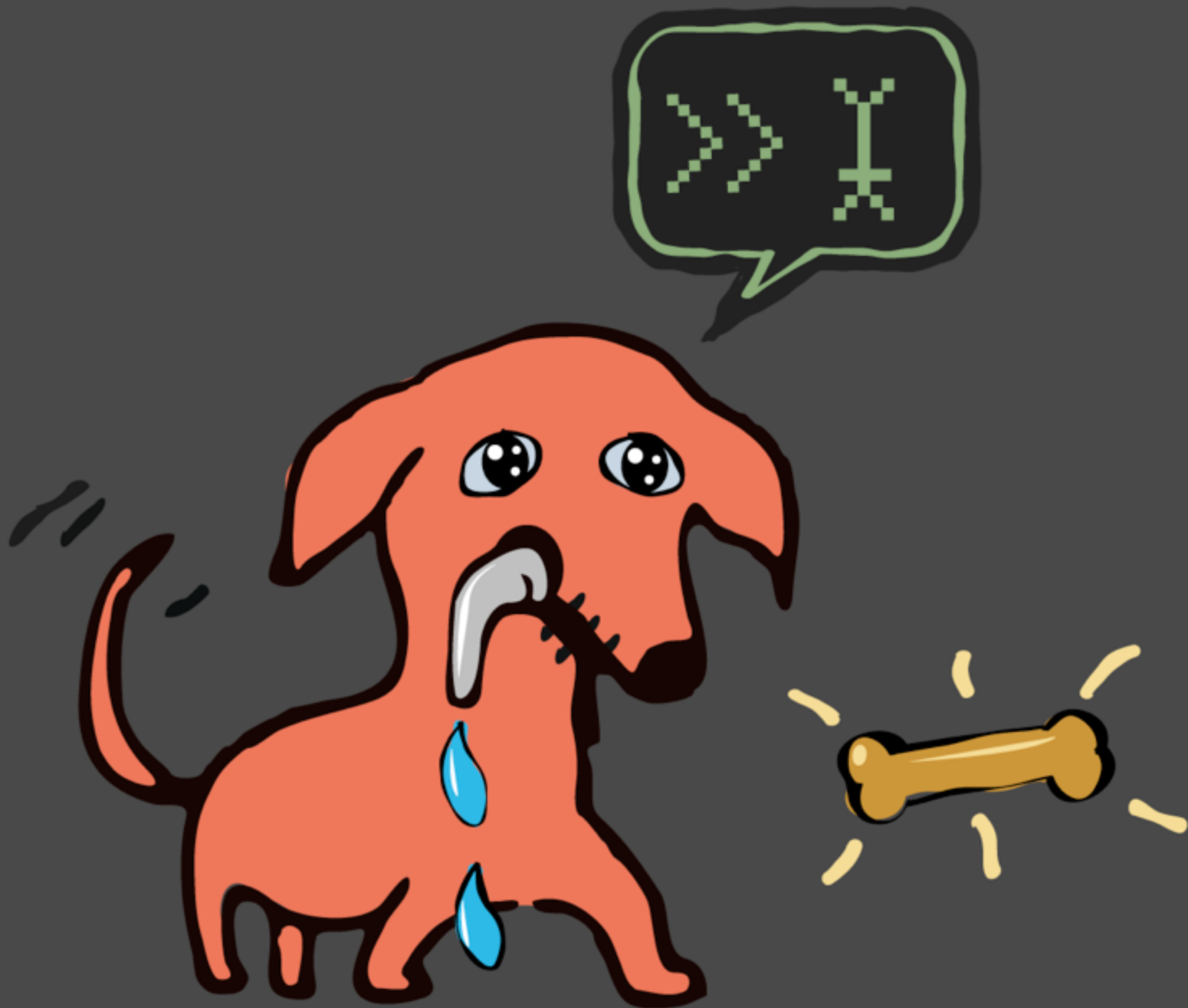


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Feedback on forums by George Cook

I was just reporting a bug for 2.1, and in the bug tracker noticed that there was the option for version 2.1.1. I diligently downloaded it and lo-and-behold the bug was fixed before I even reported it!!

Transparent feedback channels
make good marketing



DogFooding

DogFooding keeps you really close
to the market

Team Lead vs Product Manager vs Project Manager
vs Product Marketing Manager

Let's switch to some marketing-related stuff

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Are developers different?



No BS policy

“standard” marketing messaging is harmful



Another way of thinking

THE GRAND CHALLENGE EQUATIONS

$$B_i A_i = E_i A_i + \rho_i \sum_j B_j A_j F_{ji} \quad \nabla \times \vec{E} = - \frac{\partial \vec{B}}{\partial t} \quad \vec{F} = m \vec{a} + \frac{dm}{dt} \vec{v}$$

$$dU = \left(\frac{\partial U}{\partial S} \right)_V dS + \left(\frac{\partial U}{\partial V} \right)_S dV \quad \nabla \cdot \vec{D} = \rho \quad Z = \sum_j g_j e^{-E_j/kT}$$

$$F_j = \sum_{k=0}^{N-1} f_k e^{2\pi i j k / N} \quad \nabla^2 u = \frac{\partial u}{\partial t} \quad \nabla \times \vec{H} = \frac{\partial \vec{D}}{\partial t} + \vec{J}$$

$$p_{n+1} = r p_n (1 - p_n) \quad \nabla \cdot \vec{B} = 0 \quad P(t) = \frac{\sum_i W_i B_i(t) P_i}{\sum_i W_i B_i(t)}$$

$$-\frac{\hbar^2}{8\pi^2 m} \nabla^2 \Psi(r,t) + V \Psi(r,t) = -\frac{\hbar}{2\pi i} \frac{\partial \Psi(r,t)}{\partial t} \quad -\nabla^2 u + \lambda u = f$$

$$\frac{\partial \vec{u}}{\partial t} + (\vec{u} \cdot \nabla) \vec{u} = -\frac{1}{\rho} \nabla p + \gamma \nabla^2 \vec{u} + \frac{1}{\rho} \vec{F} \quad \frac{\partial^2 u}{\partial x^2} + \frac{\partial^2 u}{\partial y^2} + \frac{\partial^2 u}{\partial z^2} = f$$

High entry level
to the profession

THE NEW KINGMAKERS

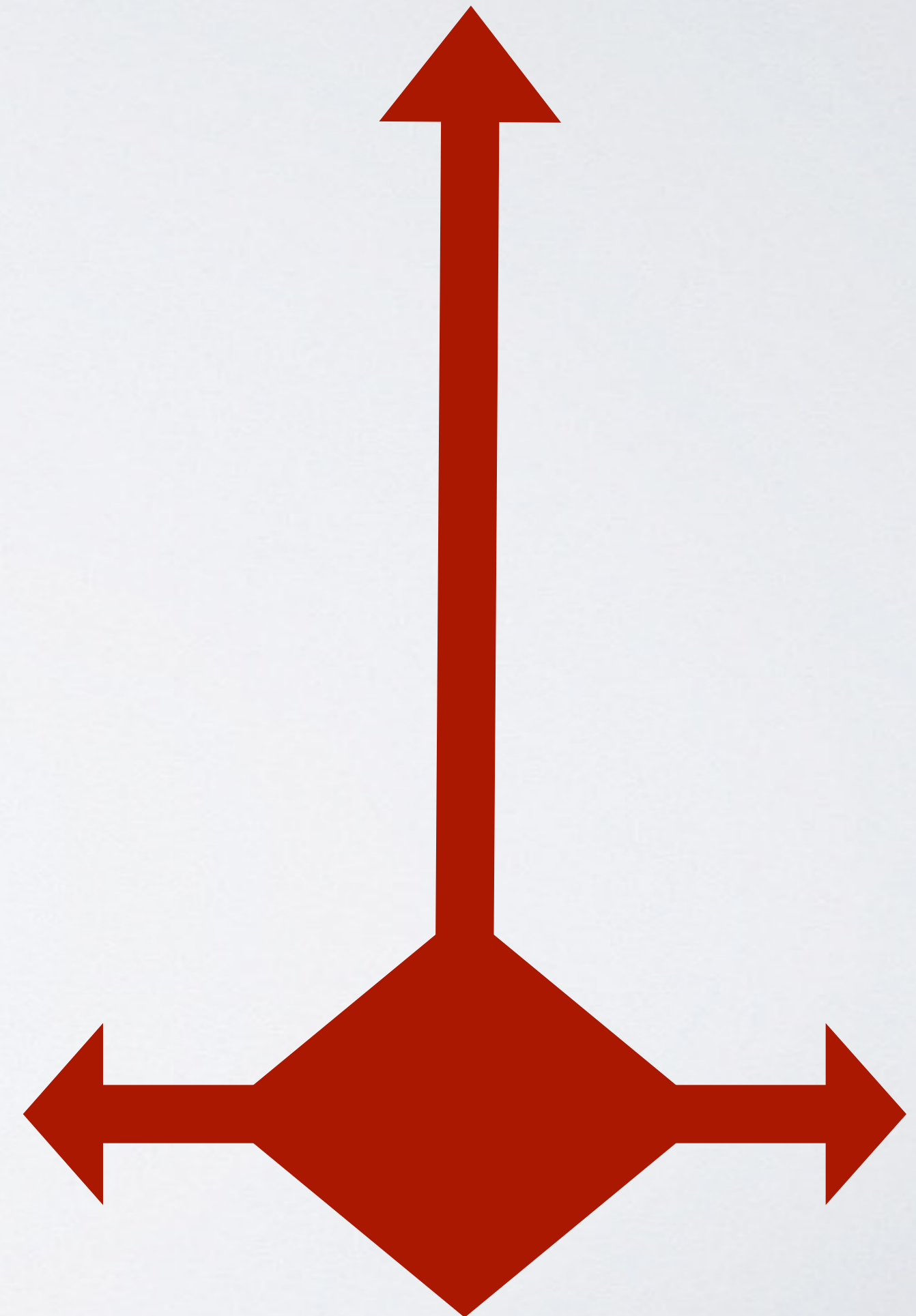
book by Stephen O'Grady

Every developer “knows” marketing
better than you

so they would be resistant to your message

SALES PROCESS REVISED

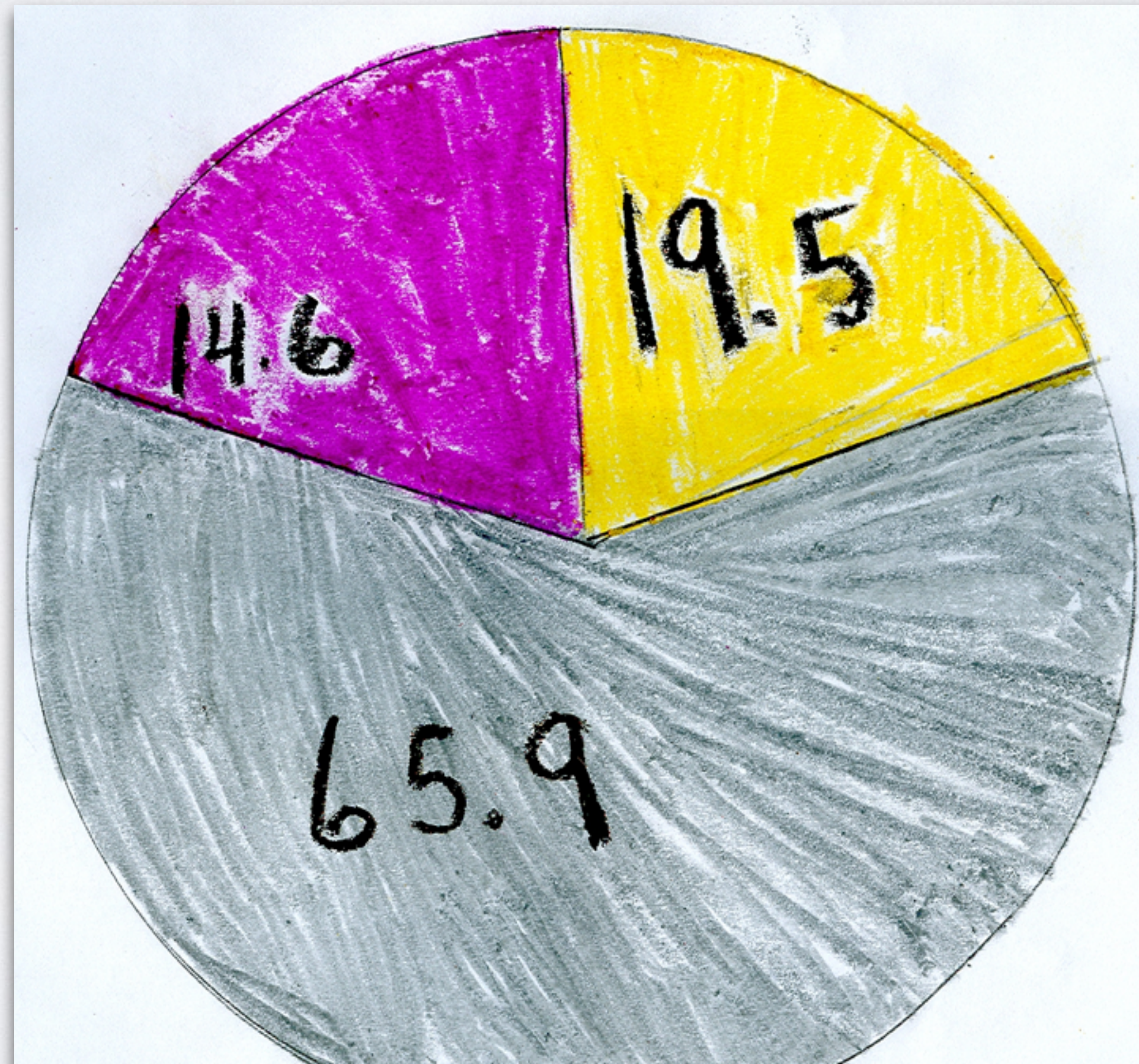
- Word of mouth
- From developer to manager
- And no “classic” salespeople



NO OUTBOUND SALES

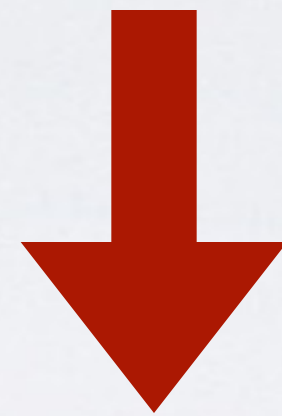


And marketing approach revised too

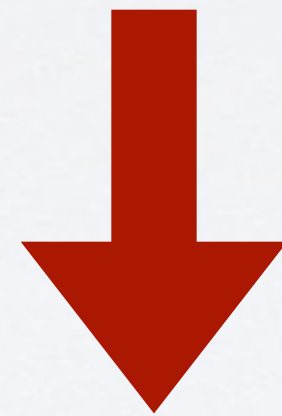




Show me attitude



Get my attention



Prove me

Be close to the target audience
=
be developer (in JetBrains case)

Is the developer marketing THAT different?

Who's doing marketing
for JetBrains products?

Time to meet PMMs!

So, who is PMM*?

PMM

~~PPM MMP~~

~~MPM PMP~~

*PMM = Product Marketing Manager

FUNCTIONAL TEAMS

- General Marketing
- Internet Marketing
- Developer Advocacy
- Marketing Research
- Design
- Web Development
- Email Marketing
- Sales
- Internal Development
- IT
- and more...

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PMM Profile

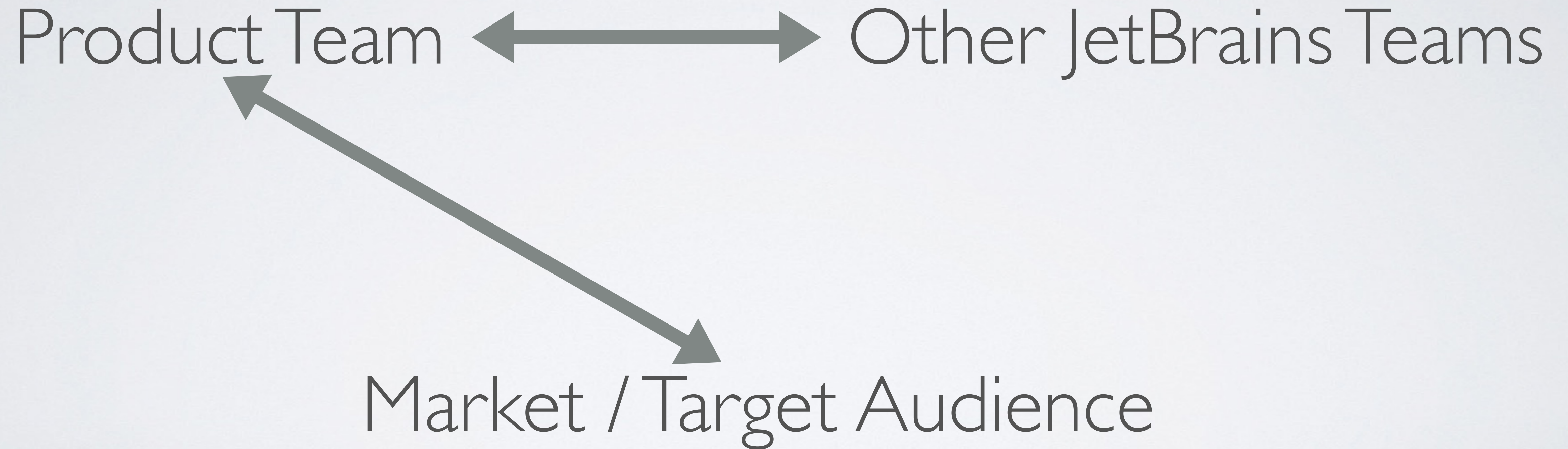
Technology + Marketing/Management

Communication Skills

(& English!)

PMIMs responsibilities/tasks

COMMUNICATIONS



PMM as a Hub

CONTENT PRODUCTION

- Blog posts
- Tutorials
- Screencasts
- Webinars
- Social media
- Web site
- External resources

INVOLVEMENT IN PRODUCT DEVELOPMENT

RELEASE MANAGEMENT



FEEDBACK MONITORING

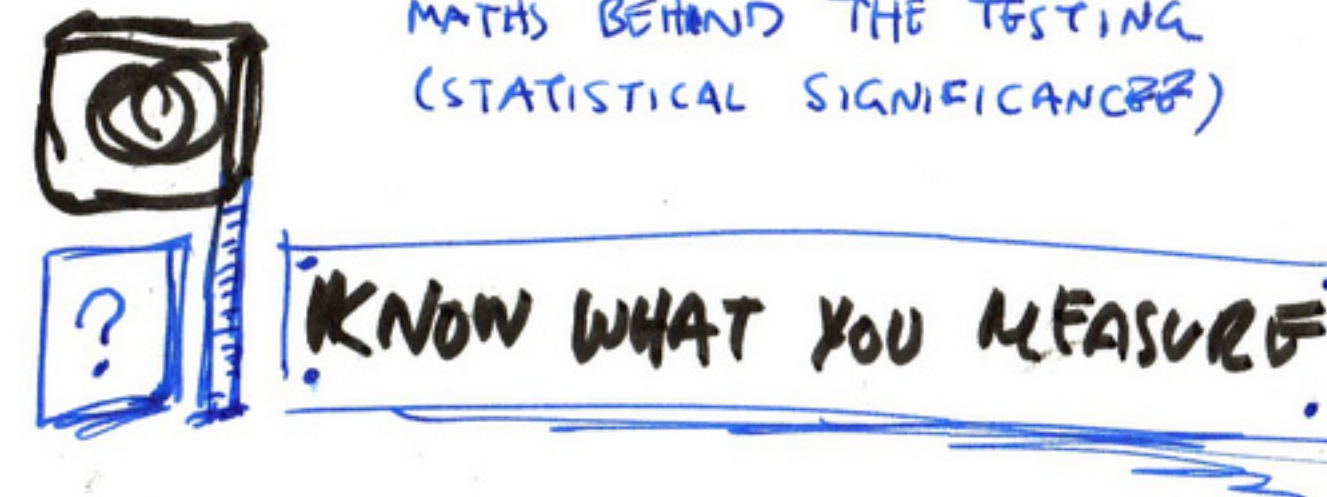
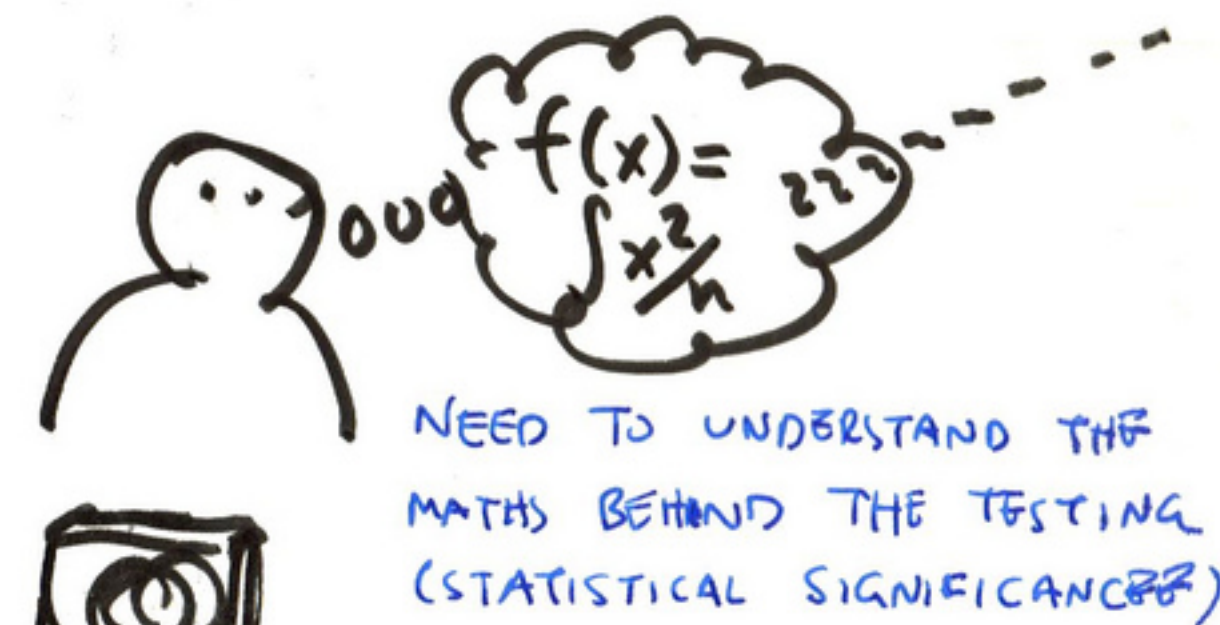
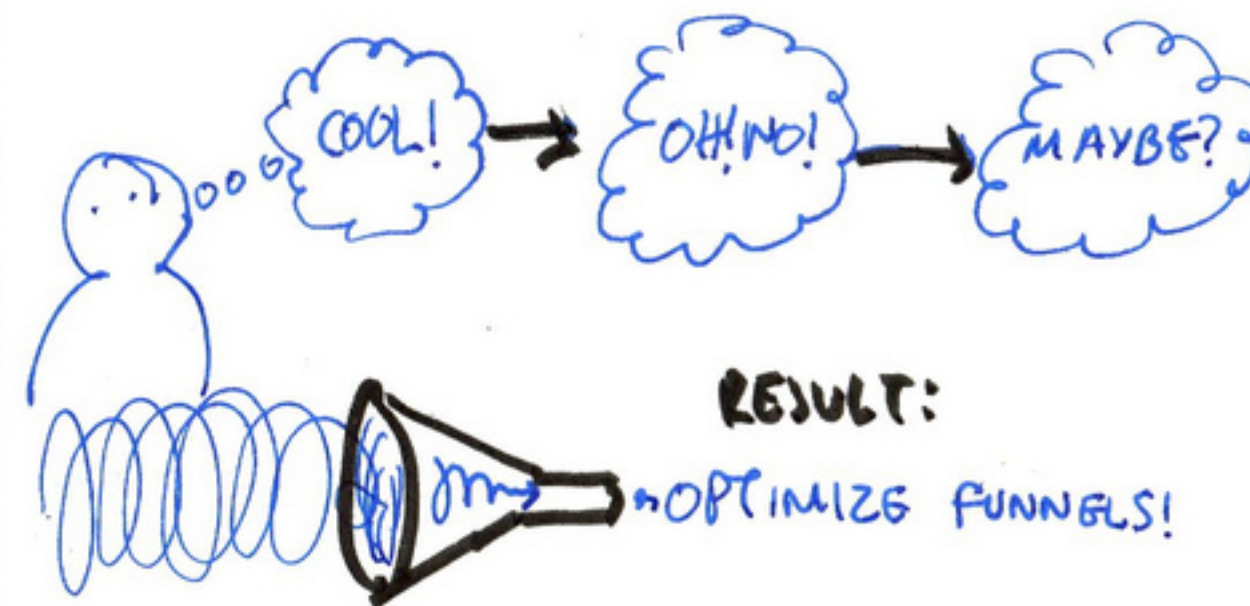


CONSUMER ACTIVITY MONITORING AND OPTIMISATIONS

A/B & MULTIVARIATE TESTING

-LUCY SPENCE

- 2 versions (A/B)
- N versions (A/B/n)
- MVT → different versions of elements
eg Submit vs Complete (text)
Black vs Grey (colours)



CAN BE A LOT OF TIME UNTIL YOU GET STATISTICAL SIGNIFICANCE (95%)



Pie Chart

ANALYSE,
RESEARCH &
UNDERSTAND
THE MARKET



COMMUNITY DEVELOPMENT

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DEVELOPER ADVOCACY



INTERNET MARKETING

HAROLD'S PLANET by Swerling and Lazar



BUSINESS DEVELOPMENT AND PARTNERSHIPS

PUBLIC RELATIONS



CONFERENCES & EVENTS



WORK WITH SALES TEAM



EMAIL MARKETING



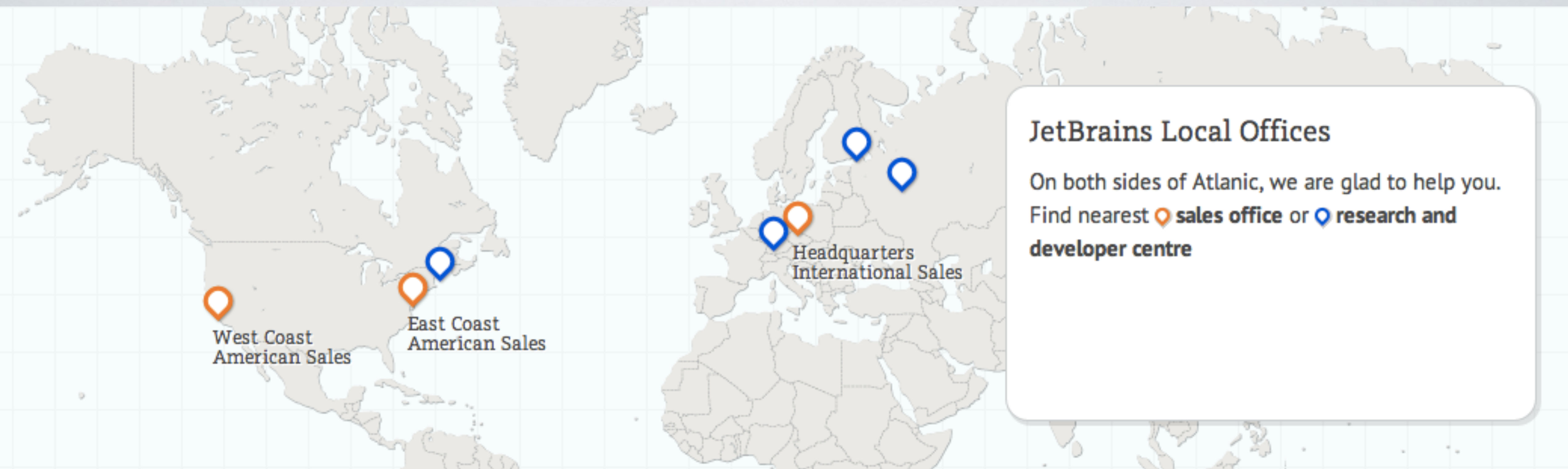
MARKETING AUTOMATION



70% ROUTINE
VS
30% STRATEGY

How to communicate
and keep track of things?

TRULY INTERNATIONAL



Headquarters Prague, Czech Republic
R&D St. Petersburg, Russia
R&D Moscow, Russia
R&D Munich, Germany
R&D Cambridge, MA, USA

Sales US East Berlin, NJ, USA
Sales US West San Mateo, CA, USA

PhpStorm (WI) >

Found 150+ issues. The results are sorted by: Updated. [Save search.](#)

Reports

- PROJECTS 95
- .NET Exceptions Pool 48045
 - 0xDBE 1383
 - Administration 9008
 - AppCode 10706
 - Business Trips 6004
 - Calendar for VC 93
 - CLion 3880
 - Clojure 250
 - Companions 3
 - Copyright Infringements 15
 - CRM 1804
 - Delightex 6
 - Design and Artwork 2041
 - Documentation 1521
 - dotCover 7060
 - dotMemory 2807
 - dotPeek 6978
 - dotTrace 11981
 - Educational Plugin 374
 - Evangelism 2522
 - Events 592
 - Exception Analyzer 190
 - GAP REST 38

Compact view

WI-18935

Volt coding support

Michiel Thalen

21:44

Normal

Feature

Open

Rustam Vis...

PHP templa...

Backlog

No Affected...

Undefined

Untouched

3

4

WI-28202

PhpStorm is unresponsive to inoperable when searching minified files

Vincent V. Toscano

21:32

Normal

Bug

Wait for Reply

Unassigned

No subsyst...

No Fix versi...

No Affected...

Undefined

Untouched

3

WI-28206

Deployment -> Connection rejects valid SSH keypair , "corrupt or has unknown format ... Error message: invalid privatekey"

arbyjet

21:18

Normal

Feature

Duplicate

Elena Shav...

Plugin: Dep...

9.x.x

EAP 141.2017

Undefined

Untouched

4

WI-28201

Idea - PHPUnit by ssh

Dan Wilks

21:03

Normal

Bug

Wait for Reply

Svetlana Ze...

PHP test

No Fix versi...

No Affected...

Undefined

Untouched

2

WI-27934

Support ed25519 OpenSSH key

Ev Acct

19:25

Normal

Feature

Open

Elena Shav...

Plugin: Dep...

9.x.x

EAP 141.1815

Undefined

Untouched

1

2

WI-28215

Selecting text while scrolling mouse wheel often bugs out cursor

stephenfrank

18:00

Normal

Bug

Submitted

Unassigned

No subsyst...

No Fix versi...

No Affected...

Undefined

Untouched

WI-28106

Add postfix support for method, functions and class properties

Tales Santos

17:35

Normal

Feature

Wait for Reply

Andrey Sok...

PHP Compl...

No Fix versi...

9.0 (141.1912)

Undefined

Untouched

1

WI-22021

"replace quotes" works wrong

Áxel Costas Pena

17:34

Major

Bug

Open

Andrey Sok...

PHP lang

x.x pool

9.0 (141.1912)

Undefined

Untouched

1

And all kinds of other tools for
effective communications



WITH PLEASURE DEVELOP.



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