

## D2D Marketing:

# An Advertising Guide



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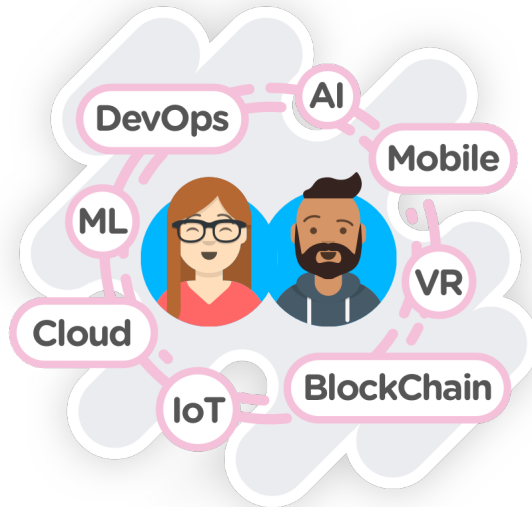
250 Ferrand Drive

Suite 503

Toronto, Ontario M3C 3G8

Canada

# D2D Marketing: An Advertising Guide



 **DeveloperMedia**

# Introduction

Content marketing is getting a lot of looks in the developer marketing space, and rightfully so. A strong content marketing strategy allows you to demonstrate your knowledge and build trust with your target audience. It also helps you add life and personality to your brand.

But like any marketing endeavor, there is more to it than meets the eye. Having a content marketing section of your plan means more than just throwing a few blog posts on your site and calling it a day.

Your content marketing must be organic and authentic, as well as calculated and on-message. But how do you make these fundamentally juxtaposed principles work together?

You start by leveraging your corporate culture.

Every company has a culture, a personality. Like a brand, it is more than a corporate mandate – It is the internal experience. When a corporate culture is thriving, its employees embrace the work environment experience, they are passionate about their product or service, and they believe in what they are doing. Messages aren't regurgitated marketing fluff; rather, they are the mantra of the team.

You may not have thought about it or considered it before, but you are likely already leveraging your corporate culture. If you have been with your company for any period of time, it could be something you haven't even noticed. It is simply part of your DNA.

True culture develops organically, but harnessing its power in a calculated way for a strong content marketing strategy is where the magic happens. Being able to identify your corporate culture means you can use it to your advantage when creating your messaging pillars. And if your messages are in line with your corporate culture, finding willing participants to authentically execute your strategy becomes a walk in the park.

## **Developer-to-Developer Communities**

Developer-to-developer (D2D) communities are places where developers go to share and obtain the information they need to do their work. They are as much tech infotainment as tech info, and they evolve their own culture, too. Like your company, it happens organically, and it shifts and grows. What was once hot (think .NET) is not, what was unheard of (think AI) is on the tip of every developer's tongue.

The advantage of placing your content in D2D communities is that you can focus on clarifying your message and know that it will

reach the right audience. As the D2D community shifts organically, you will reach the new types of developers that are constantly springing up with every developer innovation. What's hot now will not be hot forever, but with developers constantly shaping their own environment, you can focus on your own messaging and relax about targeting. When you market to a D2D community, your target audience is certainly there.

Based on the premise that it is possible to have an organic, authentic, calculated, and on-message strategy, let's talk about what content marketing really is, how to identify the right content, and where to place it.

## **What is Content Marketing?**

Simply put, content marketing is technical knowledge transferred through a variety of media. It is not ads. It is not in-person events. And it most definitely is not “marketing fluff” – Developers hate that.

Content marketing in the developer space can include podcasts, video blogs, written blogs, e-books, physical books or white papers, infographics, product reviews, interviews, cartoons, case studies, webinars, contests, and more – all with a technical bent.

As we've discussed in previous guides, developers do not like the hard sell. They want to be given information, and be allowed to make informed decisions on their own.

True content marketing does just that – It allows your target developers to interact with your company through a variety of different delivery mechanisms in a non-threatening way.

## The Right Content

With the understanding that the content should be technical in nature, how do you determine what is the right content? First, you need to understand what you are hoping to accomplish with it. Why are you creating it in the first place? What is your main goal?

Want to win the hearts and minds of developers? Geek out in a blog post about your favorite feature in the latest version of the latest dev tool or trend. Interview an up-and-coming AI developer in a weekly podcast. Share the human aspects and stories behind your technology or an enabling technology that sparks simultaneous curiosity and skepticism (ahem... blockchain, perhaps). Developers love hands-on “how-to” technical articles that include code they can download and use, modify, or critique. The right content is all about relevance – the relevance of the content itself, the audience, and where they find it.



Trying to position yourself or your employees as subject matter experts? Host a webinar. Write a book, an e-book, or a white paper.

Do you plan to use your content as a sales enablement tool? Create a killer technical case study.

Want to build awareness of your product or service? Have an industry influencer review your product.

Understanding why you are creating your content will help you determine what you should be creating. With that, you can begin to consider the last piece of the puzzle: location, location, location.

## **Reach: Find the Right Location**

Location is just as relevant in marketing as it is in real estate. If you have a beautifully written/designed e-book or a phenomenal video blog, but no one can find it, it won't do you any good. Similarly, if you have content that is a blatant sales pitch, but it's included in a part of your site or app that is usually reserved for educational, informational, or entertainment purposes, you will quickly lose the trust of your audience.

Location isn't just about a place on your website or a spot in your app. Location could mean the proper social media properties, relevant third-party site placement (such as a D2D community site

like CodeProject.com), or even dissemination in the physical world. The right location for your content is driven by what you hope to accomplish with it, your target audience, and the content itself.

The right location also means the right context. Locating advertising that pops up next to a developer's new niece's picture on Facebook is jarring. DevOps tools that show up next to a news story about a tragic triple homicide (complete with gruesome images) makes your brand look callous. An IoT platform ad next to hate speech on a video site is downright damaging.

## The Right Strategy

If you've leveraged your corporate culture, figured out why you're creating the content (right content), and you're certain of the location(s) where it should live (right place), it's safe to say that you have probably built the right strategy. The beauty of the modern world is that we have an opportunity to modify our content and location fairly easily if we aren't seeing the results we hope to see.

Each time you think about creating a new piece of content, ask yourself several questions. Ask yourself why you are doing it, what it will accomplish, and where it will live. If you are satisfied with your honest answers, then go for it. Then, monitor and tweak as necessary.



## 4 Reasons to Advertise in Developer-to-Developer Communities

On one hand, the explosion of digital technologies has offered marketers more innovative and powerful new ways to connect with audiences than ever before. But with so many different marketing channels to choose from, coupled with pressure to deliver results on constrained budgets, deciding exactly where and how to allocate your advertising budget can be enough to give anyone a headache.

Get it right and you can reap the rewards of reaching new developers and growing your customer base. Get it wrong and you could spend a lot of time and money only to have your message fall on deaf ears.

So, where's a dev-marketer to go? Blogs? Technical sites? Social media networks?

These are all certainly possibilities, but if you really want to get the best bang for your marketing buck, we recommend heading directly to the places where software developers spend time and hang out with each other: developer-to-developer (D2D) communities.

# Why D2D Communities?

## Earn Credibility

D2D communities are built by developers for developers. Places like CodeProject, Vogella, HTML.net, Hanselman.com, Hacker News and StackOverflow are where developers go to learn, ask other devs questions, have conversations about projects they're working on, and just plain-old hang out sometimes.

These are genuine “word-of-mouth” sites where developers go to learn about products, tools, and other technical information they need to do their jobs. Advertising in these D2D communities is like an inherent endorsement for your brand, and you will earn credibility by being associated with these communities that developers know and love.

## Build Brand Awareness

You have to be seen to be heard. That's just Advertising 101.

It's been said that it **takes seven impressions** or touchpoints before someone pays attention to your advertisement. You can't just launch a new product, slap up some banner ads and expect to have customers lining up in droves the very next day.

Developers also don't want to feel like they're being forced or corralled to your website or landing page. They want to discover you organically and encounter you in the places they already spend time online. What better place to make those impressions than D2D communities where developers hang out every day?

Even if you are already marketing in other channels, there's value in expanding your branding campaigns to reach D2D communities as well. Brand awareness building is a cumulative effort. Advertise in D2D communities and you'll begin see the performance of your existing advertising channels increase as well.

You need different opportunities to connect with the same devs (the seven touchpoints), and it's beneficial to have your customers see your branding and marketing messaging in different places across the web – Without crossing the line over into “annoying.”

## Opportunity for Authentic Conversation

Some people say that developers can't be marketed to. That's not true. They just don't like to be marketed to badly. Developers are logical and have no tolerance for BS. They hate marketing jargon and fluff that doesn't really mean anything.

In the end, they just want to know why your product or service will help them solve a problem they have in a straightforward,

no-nonsense manner. D2D communities are the perfect place to do this.

Talk with developers, don't talk at them. Engage with the dev community on these D2D sites, actually participate in conversations, be accessible, show you care, demonstrate your expertise, and give technical value without expecting anything in return or trying to shove a sales pitch down their throat.

This is your chance to have a genuine, authentic conversation with your customers. It may take a little more time and effort, but the relationships you'll build will be worth it, and will ensure your brand sticks in the minds of the developers you connect with and help.

### **You're Supporting the Developer Community**

Lastly, when you decide to allocate part of your marketing spend to D2D communities, you're supporting the developers that created those sites and the developers who depend on them. You're helping to ensure these D2D sites can continue to thrive and exist, which will garner goodwill within the wider developer community.

## **Content Creation Made Easy**

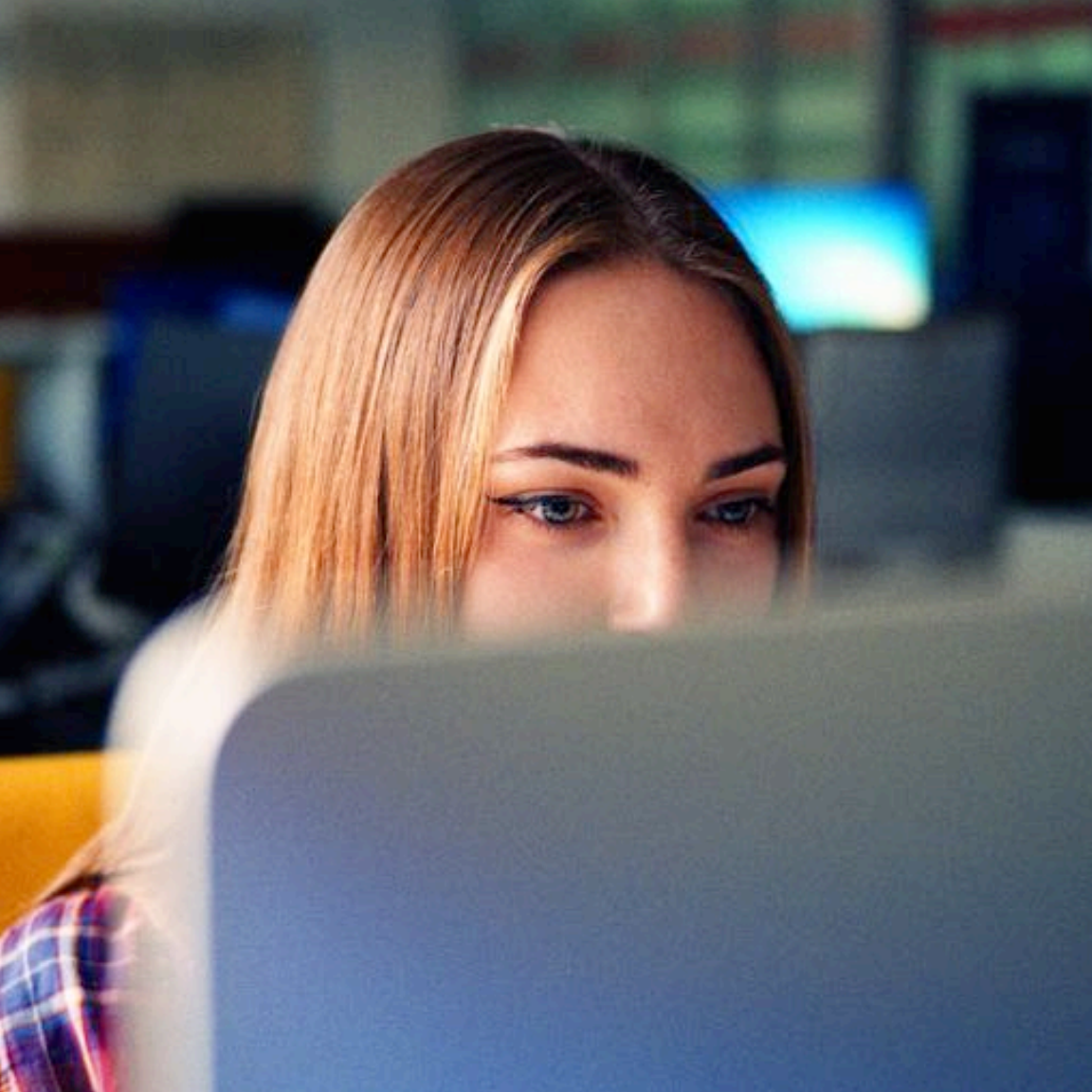
The beauty of D2D sites is that they are targeted specifically to

developers. Everything from the content to the ads is curated to ensure the experience is both relevant and helpful to the developer community.

At Developer Media, we make it easy for marketers to set up and launch a marketing campaign in our D2D communities. We provide ongoing measurement and tracking of every campaign to ensure success throughout its duration and always optimize the placement of your ads, so they reach the right audience.

If you need technical content for your campaigns for use on D2D sites, we can help with that too. We have a network of authors that work in the software development industry who can take the hassle out of creating content and provide you with relevant articles, blog posts, product reviews and e-books for your target market. This technical content is not only helpful for campaigns in D2D communities but can also be easily repurposed and packaged for use on your own website and social channels.





# Advertising in D2D Communities Protects Your Brand

## Introduction

If your ad platforms provide brand protection, what you have delivered is as important as brand awareness. With behavioral ad targeting via a number of digital platforms, the context in which your company's ad appears can prompt any potential reaction, from irritating your customer to offending them. When selling business-to-business (B2B), it is important that your ads are served to your customers in a professional context. The best context for a developer: Viewing the products and brands that matter to them, surrounded by the content that matters to them.

How can targeted advertising backfire?

Targeted ads can backfire when they are shown in an incongruous environment or in conjunction with upsetting or offensive images or text. In the first case, the customer is annoyed by the interruption. In the second case, the customer associates your brand with something negative. Either way, your brand is damaged.

## The Impact of Context on the Effectiveness of Digital Ad Targeting

The goal is to deliver a more personal experience. However, there are a number of ways that the content context that surrounds the advertising can undermine this desired effect.

If the text/video context of the ad is not similar, it is jarring for the consumer. This loses the effect of a personal experience.

Ads targeting consumers of professional/business products that show up on websites and media sites that focus on more personal interests, family, and hobbies are irritating, and seem forced and impersonal. “They just don’t get me” is the impression.

Ads juxtaposed with tragic news seem tone-deaf and make your brand look callous.

Ads in the context of something offensive or shocking can make your brand look opportunistic. They can become linked to a horrifying image or news, or make the business look incompetent. All of these impressions lead to damaging your brand and repulsing your customer.

## So Why Does Targeted Advertising Get Used so Often?

Targeted advertising within a display network is attractive because it allows you to segment and serve ads to customers based on their

search engine use, geography, demographics or behavior in more than one environment.

## How to Avoid Context Confusion for Advertising

Blind display targeting toward participating sites can be avoided by placing ads in professional communities whose media sites are for your target customer in the context of their professional lives. If your target market is developers and your product is a developer tool, which ad platforms provide brand protection? The ad platform that provides the best brand awareness also delivers brand protection (hint: it delivers advertising in D2D communities).

## What Does a Developer-To-Developer Community Context Deliver?

First and foremost, advertising in a D2D community gives you all the benefits of traditional targeting, without any of the drawbacks. In fact, in terms of targeting qualified leads, the D2D community is better qualified and better quantified than a display network ad distribution model. D2D community ad placement also delivers the following four things traditional targeting can't:

- *Credibility*  
D2D communities are built by developers for developers. Places like CodeProject, Hanselman.com, and Sweetcode provide content written by developers for developers.

Developers visit these sites to solve genuine technical problems, find out about the latest and greatest tools, show off their knowledge, and have tech water cooler conversations. These sites provide a genuine “word-of-mouth” experience for developers who use them as a resource for doing their jobs. Having your ad appear within these D2D communities lends your brand automatic credibility.

- *Audience and market receptivity*  
Developers visiting a D2D community expect to see content related to solving problems they encounter doing their jobs. That’s why they are there! So, when they view a tool or solution advertisement, they are more likely to examine it and follow up. (But not if it pops up next to their best friend’s wedding pics.)
- *Authenticity*  
If your company produces solutions for developers, and your solution appears with content about problems that developers encounter, your ad and content rings true. The authenticity of the surrounding content acts as an endorsement of your ad. It’s not intrusive—It is part of the D2D conversation.

- *Demonstration of community support*  
Similarly, when your company and brand show up in a D2D community, it demonstrates your support of the community. Your logo is seen as part of the images encountered among the community. Your ad is part of supporting that community. Your presence is a demonstration of support, not just a grab for their business.

## Remember Your Audience

Digital ad targeting can be a powerful, personalized way to reach your customer. The effect is ruined if the context of the stories, images, and videos surrounding your ad is incongruent with your brand ID and product. Developer Media can overcome this problem by using its community of developer websites to ensure ads are served in the context that developers care about—e.g. the dialogue of other developers. Ad placement within the D2D community demonstrates your brand's support and participation within the developer community, legitimizing your brand, increasing authenticity, and delivering your message where your customer is most receptive to it.



## Advertising Platforms that Support a D2D Community Marketing Strategy

You know you want to harness the power of D2D Community Marketing. Now what? You can use paid promotions strategically to support your marketing goals. But what works best?

It all depends on your goal. However, the best tools for most marketing strategies that cover brand awareness, thought leadership, market education, and specific product promotions are some combination of direct email marketing, display advertising, contests and content campaigns.

Developer Media has invested in technology that allows us to geo-target and keyword-target our newsletters. This allows you, the marketer, to reach only the developers you want to target, allowing efficient reach for your budget.

By using banners, e-newsletters, e-blasts, contests and content in D2D communities simultaneously, you are reaching developers consistently across different media, which not only benefits your branding but will help boost conversions as well.



## Email Marketing

We know how busy marketers are these days. They're being pulled in many directions and continually being tasked with researching and testing the newest bright shiny objects in digital marketing. Given how much they have on their plates, it's easy to forget about one of the most powerful digital marketing tools available – Email marketing.

It's as old as the Internet itself, yet email remains one of the simplest and most useful tools for communicating with a large audience quickly and effectively. Email marketing can be grouped into two basic categories: e-newsletters and e-blasts/dedicated email offers.

Both are essential components of any marketer's toolbox. If you aren't using email as part of your marketing efforts to reach developers, it's time to start! Keep reading – this guide will teach you the basics of e-newsletters and e-blasts and how to use them to reach your developer audience.

## To Build, or Not to Build, That Is the Question...

We'll get to the details of the different email marketing types shortly, but first it should be mentioned the bulk of the information in this booklet assumes you already have your own email list/newsletter

or you're leveraging the list/newsletter of a third-party publisher or organization (either through partnership or buying ad space).

Developing your own email list or newsletter is, without question, a worthwhile endeavor. Not only are email subscribers more open to hearing from you (since they've signed up and opted in to receive messages from you), it's one of the easiest and most direct ways to communicate with a customer.

Once you build an email list, **it's yours**. You own it. You don't have to worry about some third-party (cough... Facebook... cough... Twitter) making changes that affect how you communicate and connect with your audience.

That said, building a list or newsletter from scratch can suck up a lot of time and resources. Everyone's situation is different, but your best bet is to build your own list gradually in tangent with partnering with other publishers if you're just starting out.

Partnering with a publisher like Developer Media that already has an established newsletter or email list that you can leverage comes with many benefits:

- There's a lower cost of investment for you since you're utilizing a list that already has an established, relevant and engaged audience.

- You get the value of being associated with the publisher and their brand's reputation.
- The publisher holds the legal responsibility for opt-in/unsubscribe functionality and complying with anti-spam legislation, such as Canadian Anti-Spam Law (CASL) (which can carry a maximum fine of up to \$10 million if violated).
- A good publisher will keep their list active and relevant by regularly cleaning their database to remove unresponsive subscribers (i.e. those who don't click, bounced email addresses, etc.)
- In the case of a newsletter, the publisher is responsible for creating and curating its content – saving you lots of time and resources.
- Depending on how the publisher's email delivery system works, you may be able to target your emails by different geographies, keywords, time zones, and other audience segments (e.g. subscribers from enterprise-level companies).

With that out of the way, let's get into the specifics of why e-newsletters and e-blasts are a great tool for reaching your developer audience, and how to utilize them effectively.

## **e-Newsletters and e-Blasts**

One of the benefits of email is that it (typically) has more visibility than other more passive forms of digital advertising like display ads. Display ads have their own usefulness in the marketing mix, but have limited space to communicate your message and require someone to be on a website to see them.

Email benefits from its ability to push out your message to an audience directly. It's a lot harder to miss something when it lands right in your inbox. Even if someone has the most overrun and bursting inbox, your message will still be waiting there for them when they have time to read it.

The very nature of email also opens the audience up to be more receptive to your message. For one, the developer has signed up to receive this newsletter or email offer. They've literally asked for it. Also, we've generally been conditioned to expect advertisements and offers through email ever since the emergence of personal email accounts in the 1990s.

### **e-Newsletters**

Besides information and entertainment, the value of a newsletter for its readers is to cut through the noise of the Internet. It is impossible to stay on top of the deluge of digital content available today.

A good newsletter sifts through the junk, aggregates the best content, and sends it directly to the inbox of keen readers. By placing your business, products, and services alongside this curated content, your brand gains credibility and reaches a more receptive audience.

Newsletters come in all sorts of shapes, sizes and topics. No matter how niche your audience or focus, there's likely a newsletter out there that caters to them. If not, build your own!

## e-Blasts

Just like e-newsletters, e-blasts/dedicated emails are delivered directly to the inboxes of subscribers, but instead of presenting the advertiser's message alongside curated content, the entire email is usually devoted entirely to a single advertiser.

Dedicated email is often used to promote things like a specific time-sensitive offer, event, product launch, service or campaign. It's best for "making a big splash," so to speak, and enticing your audience to take action on something NOW.

To be effective, it's important to truly offer something of value to your audience and not be in any way annoying or too salesy. Keep it professional and personal. Great sales copy shouldn't feel like advertising – It should feel like you're offering to do an old friend

a favor. We find that e-blasts with multiple links and solid offers perform best. Developers don't need glamour and glitz, they need straight facts. How can your company help them do their jobs better? That's what they need to know.

## Display Advertising

Since their online infancy in the 1990s, display advertisements have grown up to become one of the most prevalent vehicles for digital and online marketing. While this best practice guide will focus on traditional “banner” ads, digital display advertising has evolved from simple static images to also include new forms like video, interactive rich media ads and more.

There's no sure-fire formula for guaranteed success with display advertising. And you certainly won't see click-through rates (CTRs) of 44% like the very first banner ad achieved back in 1994 (a CTR of 0.1% is about average now), but if you follow the best practices laid out in this guide, you should see an improvement in the performance of your developer marketing campaigns.

## Basics

First off, assume that most developers would prefer to not see any ads. This means it's crucial that your advertisements be interesting, relevant and efficient to get the attention of your target audience.

Also remember that developers will associate your ads with your brand and products even if they don't click on them. This means...

- Don't annoy them
- Don't deceive them

Promote the benefits of your products. Be truthful. And avoid annoying your audience with interstitials, prestitials, pop-ups, popunders, slow-loading ads, or **anything** else that might be irritating. The viewer will remember your company for the annoyance, not for the great products you have.

Lastly, make sure your ad looks professionally designed by someone who understands marketing to developers. An amateur-looking design won't compel developers to click and could be detrimental to your brand credibility.

## Messaging

Promote the key benefits of your product in your display ads, not

features. You can't rely on the reader of the ad to figure out how your product's features will help them; you need to tell them how you will help solve a problem they have **(especially if it's a problem they don't even realize they have yet)**.

You should also try not to overwhelm the reader with too much information at once. It's best to keep your message short and focus each ad on one key point or benefit. A dev will not wait through several rotating ad panels to get your message.

Assume a short attention span (you have a second or two at best) and get to the point quickly! Use different creatives to promote different benefits or aspects of your product and run them in tandem with each other.

Just as important as telling your audience how your product will benefit them is telling them exactly what kind of action to take next. Do you want them to download a free trial? Should they sign up for your newsletter? Is there more information on your website or blog you'd like them to read?

Whatever the next step, you need to specifically tell the reader what you want them to do. Include a compelling offer (like a free trial or download) and a strong call to action in your ad to maximize results.



## Landing pages

Now that you've crafted great messaging for your banner ads, you're ready to start driving traffic to your site. Let's talk about the landing page.

The landing page is crucial to nurturing your developer through the sales funnel. This is only the start of a conversation with potential customers, and it's your chance to educate them about why they should invest in your product.

Do not expect a developer to go to your landing page and necessarily buy your product immediately. Developers typically buy products after researching and testing them, and then usually only when they are working on a project that requires that tool.

Make it simple to find all pertinent information. Developers will want to browse your site and documentation to find out how easy it will be to use and integrate your product with their platform, language, existing infrastructure or codebase. Show them the code. Impress them with how easy it is to use, and how well thought-out the API is.

Remember that **developers respond to facts** and the ability to see the code or product in action much better than marketing buzzwords – You don't want your ads written by someone who

doesn't actually understand developers or what they are talking about.

Get straight to the value proposition and leave the fluffy, feel-good marketing at home.

If you use a call to action such as a “free trial or demo,” your free trial or demo link **MUST** be the very first thing the developer sees on your landing page. Never use your home page as your landing or download page.

Make the download easy to find on the landing page. The download button should be the most prominent thing on the page and should mimic the style of the download button on the ad they clicked and reinforce the same call to action.

If you offer a free trial and the first thing the viewer sees is pricing, you will lose them (possibly forever). You must give them what was promised in the ad. A “free download” should not require use of a credit card or other payment method. A “buy” message should not appear when you offer a “free download.”

When offering a demo or free trial, you may feel compelled to ask the developer for all kinds of information when they register. While you may want to ask for name, company, job title, email address, country, phone number and all the other things your salespeople

ask for, we caution against this. It's much better to ask for name and email address only, and then nurture the lead by establishing a relationship first. Nothing causes developers to bounce from your landing page faster than a request for their phone number. With every additional question you ask, your bounce rate increases 20 to 40 percent.

## **Focus, and Keep It Simple**

In our experience, some of the best-performing ads have been the simplest. They might include screenshots of the product, a bit of code, key benefits, and a free trial offer or download.

Show value. Be truthful. Don't be annoying. Stay on message. Look professional.

These are the basics of marketing to developers.



# Contests

Nothing incentivizes customer engagement better than contests. Inherent in the contest is the requirement for engagement via participation. By collecting data about who participates in each contest, you get more than a mailing list—you immediately gain valuable insight about your audience. What rewards attract them? Who tends to participate in contests? This is valuable customer insight!

Remember that a contest is essentially a digital event. This requires planning and coordination just like an in-person event, with the rich reward of a digital trail for every activity.

## When to Use a Contest

We have just established that contests are events. So, you use a contest whenever you might want an event to support your marketing strategy. Product launch – event, right? New training materials/program – event! Customer rewards program – EVENT. The key is to make the contest relevant and intriguing to your audience. With a D2D audience, appeal to their competitive spirit with contests that engage their technical expertise. For example, you could challenge them to build something with your tool.

## How to Structure a Contest

Again, use the event analogy. When you have an event, you want to have it at an attractive, enticing, welcoming site. The same is true for a contest. A contest has a website or landing page that attracts participants and engages them so they will stay. There is the contest itself as the main event, but like any in-person event, your contest site should have many attractions to hold your visitor's attention.

### Attractions

- *Information*

This is an opportunity to provide an information-rich environment. Your contest may already be technical in nature, but even if it's not, don't hesitate to surround the event with the resources that your audience will want to use, and may otherwise have trouble finding.

- *Branding*

Make sure your contest site is branded and the branding is not the sole focus. Visitors DO want to know who you are, and not just what you are offering. But remember, too much branding is like the person who won't stop addressing the crowd of happy event-goers chatting away and relaxing.

- *Networking*  
Yes! Digital networking is...social media. Make sure that your contest offers ample opportunity for visitors to talk about it, share information, actions they've taken, exhort others to participate, and reach out to each other. Don't forget to assign a hashtag to your contest.
- *Rewards*  
Yep, make sure there is a reward they will value. Money is a good start, but don't forget about recognition. Publishing the winner in a D2D community is one way to keep your visitors' egos stroked and their enthusiasm stoked.

### Fair, Safe and Secure Environment

Just as you would hold an event in a place where your visitors are treated fairly and their belongings are safe and secure, you want to have a contest where your visitors feel safe and secure. Have a third party hold your contest. They can guarantee the safety and security of your visitors' experience, their data, and also that the contest is run fairly.

## Reduce Liability

You may not realize that contests have different rules and regulations in every country. Therefore, sometimes your legal department will not sign off on an online contest. Working with a company like Developer Media allows you to sponsor a developer contest without being responsible for the legality in each country.

## That's a Wrap

If you remember nothing else, remember this: contests are digital events that function analogously to physical events. Use them just like you would use a launch party, an expo, a workshop. They require the same amount of planning, and result in the kind of enhanced engagement inherent to anything that requires active participation by definition. As a bonus, you get a digital visitor trail that you can use to build a loyal audience and customer base.





## About Developer Media

Developer Media's mission is to be part of both the advertising and software development community and act as a bridge between advertisers, brand marketers, and developers.

Our goal is to help companies deliver the most effective and influential messages to software developers and to connect software and hardware vendors with developers to foster a positive, informative and respectful conversation.

We accomplish this by assembling the finest group of creative and technical minds and tasking them with building excellence in technical marketing, creativity, and technology to ultimately deliver excellence in the ad experience.

### Our Story

Developer Media was founded by Chris Maunder and David Cunningham—two people who are passionate about software development but came together from opposite directions. Together, they started one of the most popular software development websites in the world, CodeProject.com, which has grown to include 13.5 million software developers as members.

In response to an overwhelming demand for advertising properties and products, Developer Media was created; It has grown to represent more than 250 websites, projects and blogs through a combination of acquisitions, organic growth and strategic partnerships.

Today, Developer Media works closely with major companies to help them define, refine, and deliver their messages to the global software development community. Some clients include Microsoft, Intel, IBM, Google, Amazon, and Cisco.

*Developer Media is the manifestation of the founders' passions: helping to create great software and helping to build great companies.*



## How Developer Media Can Help...

We often profess that consistency in advertising is important. Developers need to trust that your company is going to be around to support them down the road. We also know that advertising campaigns need to be integrated, all parts of the campaign being additive.

By running banners, e-newsletters, or e-blasts to D2D communities simultaneously, you are reaching the developers consistently across different media, which not only benefits your branding but will help boost conversions as well.

At Developer Media, our e-blast and e-newsletter lists are very clean. We take pride in only emailing developers who have double-opted into our lists, and we regularly remove any members who have not recently engaged with newsletters.

As developers ourselves, we never want to spam other developers.

We've spent years perfecting our newsletter and dedicated email performance. Keeping our lists clean definitely helps with performance, but we've also worked hard to increase performance by limiting the number of ads per newsletter and placing the ads above "the fold" (the part that can be seen without scrolling).

While nobody can truly track open rates effectively, at Developer Media, we know that our email engagement level is very high. Our click-through rates and our conversions are above the industry standard.

Developer Media has also invested in technology that allows us to geo-target and keyword-target our newsletters. This allows you, the marketer, to reach only the developers you want to target, allowing a much more efficient reach for your budget. Our state-of-the-art reporting not only shows your click-through rates but also conversions, allowing you to directly tie performance and conversions to campaign costs.

# Reach Millions of Developers

Developer Media connects your company with  
today's most influential developers.

<https://developermedia.com>

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