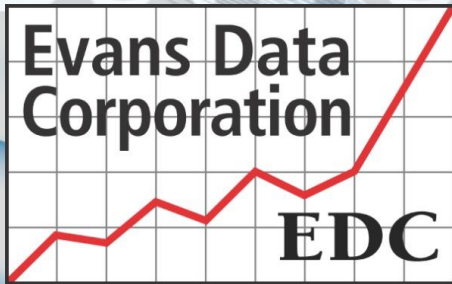


# Running a DevRel Program using Cloud Technologies



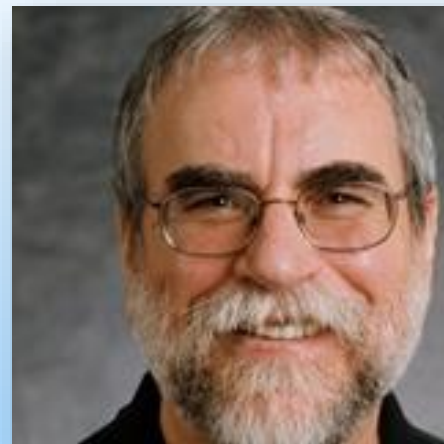
Evans Data Corporation  
340 Soquel Ave.  
Santa Cruz, Calif.  
[www.evansdata.com](http://www.evansdata.com)  
[@evansdatacorp](https://twitter.com/evansdatacorp)

# Presenter

- David Intersimone “David I”
  - Vice President of Developer Communities
  - Evans Data Corporation

# Agenda

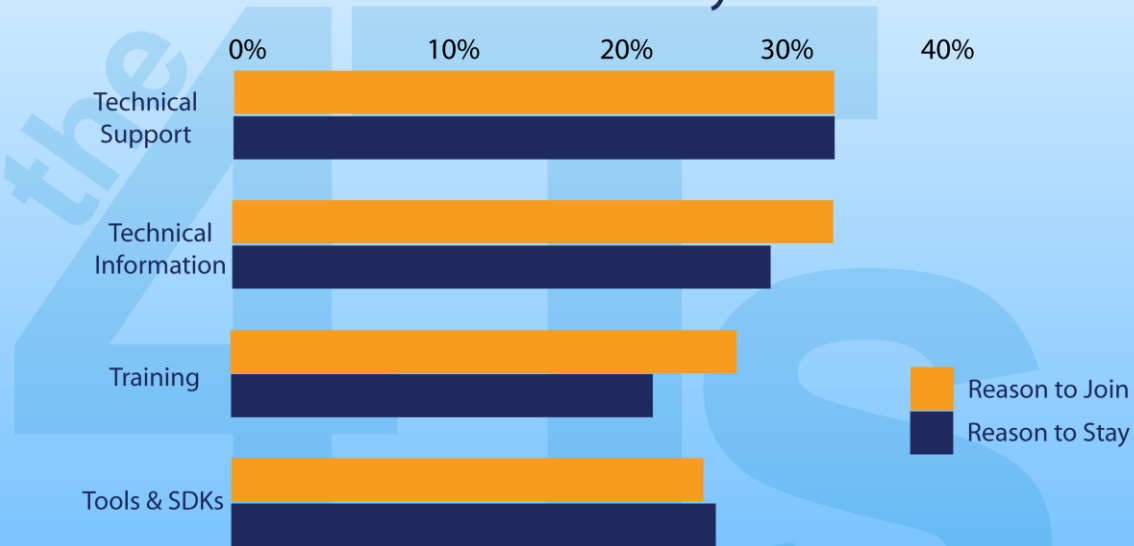
- Developer Relations Program Features and Systems
- Cloud Services You Can Leverage (free or low cost)
- Integrating everything on a Cloud Platform
- Q&A



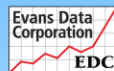
<https://www.devrelate.com/devrelcloud-infolinks/>

# The 4 T's

## Developers Stay in Developer Programs for the Same Reasons They Join



Developers join developer programs for technical information and support, and stay in developer programs for those same reasons.



Developer Relations 2017, © 2017 Evans Data Corp.



# DevRel Best Practices – Part 1

- Social Media
- Blogs
- Newsletters
- Webinars
- Videos
- Documentation
- Answers



<https://www.devrelate.com/devrel-7bestpractices-part1/>



# Cloud Services



## Content Sharing/Storage

- Google Drive, Dropbox, Box, ...



## Videos

- YouTube, Facebook, ...



## Webinars

- Facebook Live, YouTube Live, Zoom, LiveEDU.tv, Skype Group Video Chat, Twitch for Developers, ...

# Cloud Services



## Feeds

- Feedly, InoReader, NewsBlur, ...



## Questions & Answers

- StackOverflow, Quora, ...



## Feature requests

- SurveyMonkey, Wantoo, Userback, Uservoice, ...

# Cloud Services



## Code Sample repositories

- GitHub, SourceForge, BitBucket, CodeProject, ...



## Event Calendar

- TeamUp, Google Calendar, Bitrix24, ...



## Social Marketing Sites

- LinkedIn, Twitter, Facebook, Google+, ...



# Cloud Services



## Social Marketing Tools

- Buffer, Hootsuite, Socialloomph, Blog2Social, ...



## Newsgroups

- Google Groups, Tumblr, Google+, Reddit, ...



## Finding content about your company, products, services

- Google Alerts, SocialMention, ...

# Cloud Services



## Blogging

- WordPress, Wix, Blogger, Medium, LiveJournal, Weebly, Yola, Contentful, ...



## Newsletters

- Wordpress plug-ins, Nourish, MailChimp, MailerLite, ...



## Meetings/UserGroups

- [meetup.com](https://www.meetup.com)

# Putting it all Together on a Cloud Platform

- Integrate all of your services on a Cloud platform
  - Amazon AWS Free - <https://aws.amazon.com/free/>
  - Microsoft Azure Free - <https://azure.microsoft.com/en-us/free/>
  - Google Cloud Platform Free - <https://cloud.google.com/free/>
  - IBM Cloud Free - <https://console.bluemix.net/registration/free>

# Developer Program Advisory Services

We offer workshops, training sessions, content analysis, mentoring, onboarding audits, and consultation tailored to your business needs

## Workshops

- 1-4 day tailored developer strategy and tactical workshops for managers & stakeholders
- Customized for various roles within your organization

## Not sure where to start?

- Contact us today for a free consultation
- Phone: 800.831.3080  
[edcsales@evansdata.com](mailto:edcsales@evansdata.com)

*A few examples of how we can help*

Improved developer experiences on your community site



Enhanced content and digital assets for happier developers



Developer community growth with the right members



Creating a Win/Win strategy for developers and your company



Reduced devel costs and increased program scalability



# Developer Marketing Summit 2018

- Insightful keynotes by top developer marketing execs
- Expert Marketing Panels
- Hands-on workshops
- In-depth developer research data
- Luncheons, breaks and Cocktail Reception to network with your colleagues
- Interactive sessions and stimulating talks



Save the Date!  
September 17 and 18, 2018  
Silicon Valley

# Q&A

David Intersimone “David I”

davidi@evansdata.com

Community: <https://www.devrelate.com/>

Blog: <https://www.devrelate.com/blog/>

Skype: davidi99

Twitter: @davidi99

<https://www.devrelate.com/devrelcloud-infolinks/>