

BUILD YOUR AUDIENCE

WHO AM I?

Hi, my name is Justin. I was formerly the Product Manager at Sprint.ly
and Mailout.

Currently I'm on a creative sabbatical, where I'm making 100 things in
2016 for a show called MegaMaker.co.

On Twitter: @mijustin

Shop

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Poster

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Season Two T-Shirt

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Season Two Women's T-Shirt

\$29.00

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Marketing for Developers

A guide to marketing your software, apps, and digital products

“I wish I'd had this before I started my last two projects.”

— [Marty Dill, @codemarty](#)

Does this story sound familiar?

It's 1am, and you can't sleep. You've been struck with a brilliant idea and you can't get it out of your head. After fidgeting in bed for an hour, you go down to the basement and start coding.

By 7am you have a working prototype. You keep working on it evenings and weekends; creating new features, refining the design, and building out the billing system. Soon, the whole thing is ready for launch. You deploy it to

Marketing for Developers

by Justin Jackson



Maker stories

Stories from megamakers
around the world

Submit your story

2016 Maker Challenge

Livestream

Listen to the podcast

RECENT STORIES

Roza's story

Harald's story

Tim's story

Irina's story

Lee's story



Irina's story

Hi, my name is Irina and I want to make fun tools for software developers.

My biggest obstacle is I have about a dozen of projects started, but I am not touching them. My biggest obstacle is juggling client work and

WHEN ANY OF THESE REACH THEIR GOAL, I'LL MAKE AN EPISODE ABOUT IT



Secret Makers Society

Season 2

Get access to secret members area, get secret swag, weekly mission!

Back this project



Mystery box

Season 2

Sponsor this, and you'll get a mystery box mailed to your door.

Back this project



Upstarter

Season 2

This is a Meteor.js web app that helps makers fund their projects.

Back this project



Contribute to the crowdfunding campaign and get Season 2 funded!

OTHER WAYS TO SUPPORT

The best way to support the show is to **become a member of the Secret Society** (if you can get in). You can also **donate here**.

Season 1

Season 2



Build SMS launch lists

Network Effects makes it easy to send group text messages.

Here are a few ways you can use it:

- ✓ Build an SMS waiting list for your mobile app. Text people with the App Store link when it's ready!
- ✓ People can subscribe by texting you.
- ✓ Send texts from your unique mobile number.
- ✓ Receive text message replies in Slack!
- ✓ Use automation rules to trigger text messages when certain events happen.
- ✓ Personalize outgoing text messages with variables like "First Name."
- ✓ Use SMS to notify people about flash sales, event reminders, or customer support.

The app launched today! <https://itunes.apple.com...>

Join the beta list

Want to join the beta? Enter your name and email address below, and we'll send you an invite when we're ready to launch!

Subscribe

Don't miss the remote job of your dreams

*Job sites expect you to go to them. **We bring great remote jobs to you.***

“

Remote working changed my life. Instead of a 2 hour commute every day, I work from home, or bike to my coworking office. My wife and I were able to move to the mountains, and we ski most weekends.

Once you've experienced working remotely, you can't go back.



—JUSTIN JACKSON

**BIG WIN: I'M ABLE TO EARN
AN INDEPENDENT INCOME
FROM THE THINGS I CREATE.**



A STORY ABOUT IRON MAIDEN

IRON MAIDEN FACTS

- ▶ have sold 90 million albums (Elvis Costello has sold 12m)
 - ▶ have played over 2000 live shows
 - ▶ touring for 41 years

"When people say, 'Oh, she's the next Madonna' I say 'No, I'm the next Iron Maiden.'" - Lady Gaga

WHY HAS IRON MAIDEN BEEN SUCCESSFUL?

DEPTH **VS** BREADTH

"We have our field and we've got to plough it and that's it. What's going on in the next field is of no interest to us; we can only plough one field at a time. We are unashamedly a niche band." - Bruce Dickinson

WHY HAS IRON MAIDEN BEEN SUCCESSFUL?

Content that speaks to their audience



WHY HAS IRON MAIDEN BEEN SUCCESSFUL?

Uniqueness



IRON MAIDEN'S SUCCESS STRATEGY

1. Focus on a specific audience
2. Create content that speaks directly to that group
3. Be unique

1. DEFINE YOUR

"WHY"

WHY DO YOU WANT TO BUILD AN AUDIENCE?

WHAT'S YOUR END GOAL?

- ▶ Promote a product
- ▶ Get more customers
 - ▶ Build a fan base
- ▶ Increase your profile

GOAL: I WANT TO BUILD AN AUDIENCE.

- ▶ Why? “So that I have someone to launch my product to”
 - ▶ Why? “Because I want to make sales”
- ▶ Why? “So that I can earn an income from my products”
 - ▶ Why? “So that I can stop consulting”
- ▶ Why? “So that I have more freedom” (fifth why, root cause)

2. CHOOSE YOUR AUDIENCE

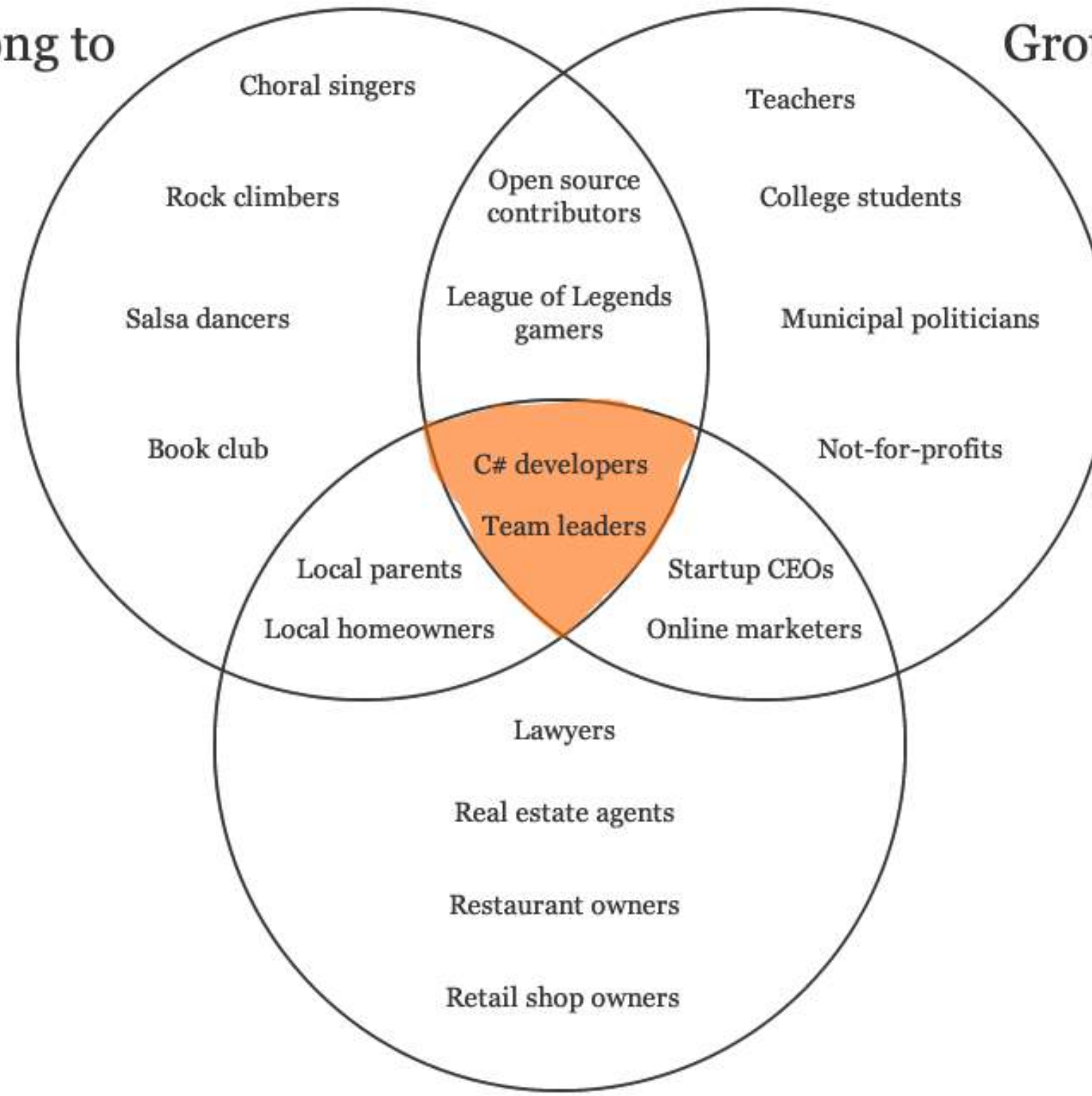
A GOOD AUDIENCE HAS THESE CHARACTERISTICS:

1. A group you *understand*, with people that you like
2. A group that's accessible
3. A group that aligns with your goal

ONCE YOU HAVE AN AUDIENCE YOU CAN CREATE A MESSAGE THAT
resonates

Groups I belong to

Groups that are accessible



Groups that pay for things

3. RESEARCH YOUR AUDIENCE

WHAT ARE YOU LOOKING FOR?

Big **TRENDS & PATTERNS IN YOUR COMMUNITY.**

What nerve can you hit, that would resonate?

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5**Emails that get designers fired.** (greig.cc)[9 comments](#) • 1 day ago from [James Greig](#), Creative Director at Greig▲
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2,557 Tweets

#ico2016systems

#AuthorsforIndies

Translink

#AFI2016

1,376 Tweets

#TableTopDay

8,796 Tweets

#WhatTheyDontWantUsToKnow

26.2K Tweets

#independentbookstoreday

5,539 Tweets



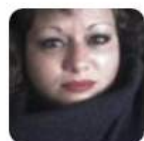
Kosienski Fiction @kosienskiauthor · Apr 29

Getting **frustrated** by not being able to create "pages" on a **wordpress** website. Wasting my time.



TAMARA VIDEO EDITOR @Tamarastampone · Apr 28

I'm getting **frustrated** .. I will pay someone to fix and redo my website
#Wordpress



Eve @evie121462 · Apr 28

Very **frustrated** today, still can't figure out these darn **wordpress** layouts 😞



3



Lipstickluck Blog @HannahKimberley · Apr 27

Who knew how stressful it could be to move from **wordpress** to my own domain
== == == **#frustrated** is an understatement 💔



Ruben Gamez and 2 others follow



Ben McGaughey @benmc · Apr 27

WordPress has become my go-to CMS. But I'm super tired and **frustrated** with the constant updates of the core system AND every dang plugin.



1



Kate Rena @KateRenaMusic · Apr 26

#ifeaturesliderpro is not working. Can't add slides, button's not working. Need help!? **#frustrated #wordpress #plugin.**



1



LISTEN

**EVERYONE'S EAGER TO SAY
SOMETHING ONLINE.
NOT MANY ARE EAGER TO
LISTEN TO OTHERS.**

 **HAIR ON FIRE OR**
BURNING DESIRE 



**WHAT'S THE #1 PROBLEM IN YOUR
COMMUNITY?**



*What's the #1 passion in your
community?*

WHERE TO FIND YOUR AUDIENCE

- ▶ Forums
- ▶ Sub-reddits
- ▶ Social networks
 - ▶ Blogs
- ▶ Support sites
- ▶ Conferences

LISTEN

EXAMPLES

- ▶ Rails developers? (Stack Overflow)
- ▶ PhoneGap devs? (Adobe Community)
 - ▶ Team managers? (Quora)
- ▶ Local business owners? (/r/smallbusiness)
 - ▶ Music fans? (Soundcloud)
 - ▶ Designers? (Designer News)

4. A MESSAGE THAT RESONATES

**HOW DO YOU GET PEOPLE TO
VISIT YOUR WEBSITE?**







**UNIQUENESS IS YOUR WEBSITE'S GATEWAY
DRUG!**

**MAKE YOUR MESSAGE UNIQUE, *surprising,*
OR UNEXPECTED.**

HUMAN BEINGS GRAVITATE TOWARDS THESE THINGS!

DESIGN EXAMPLE

TICKETS NOW ON SALE

The Book Of Souls World Tour is go! Check out all the dates...

[READ MORE](#)



LATEST NEWS

[VIEW ALL](#)  



LATEST TWEETS



Iron Maiden  @IronMaiden

A short hop to Chicago! [#IronMaiden](#)
[#TheBookOfSoulsWorldTour](#) [#EdForceOne](#)
[instagram.com/p/BD35O9iwMt9/](#)



Speed of Light video premier

IRON MAIDEN have just premiered the video for Speed Of Light on their website www.ironmaiden.com. Written by guitarist Adrian Smith and vocalist Bruce Dickinson, Speed of Light is taken from their new double album The Book Of Souls due for global release on 4 September 2015 through Parlophone Records (BMG in the USA). The video is available for streaming free on both www.ironmaiden.com and the band's YouTube channel. Maiden fans can also download the Speed Of Light song when pre-ordering The Book Of Souls on iTunes or Amazon MP3. It can also be streamed on Spotify and Apple Music

[Read more](#)

Latest Features



News

Read our latest news



Tour

See dates and locations



Gallery

Lates images from our tour



Fan Club

Get special discounts

CONTENT EXAMPLES



What Kind of Logo Do You Get for \$5?

An epic tale of deception, stolen artwork, and crappy logos

Top highlight

Note: this is a condensed version/follow-up of The \$5 Logo. If you like this



1.99K



36



Sacha Greif · Follow

Your developers aren't slow

Published by **Justin Jackson** on November 19, 2014. [🔗 cycle time, faster, ship](#)

“Why didn't we ship last week?”

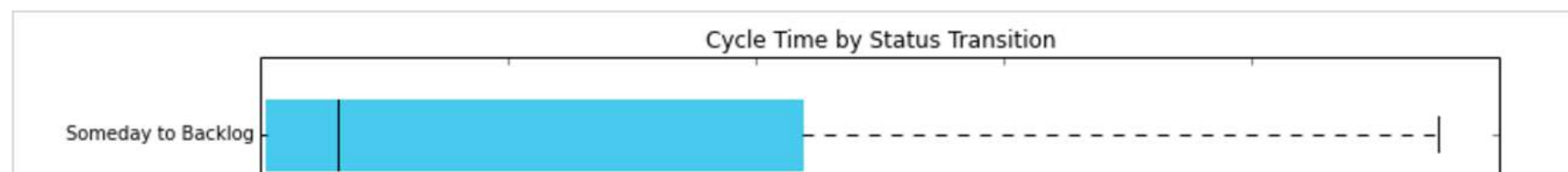
As managers, it's easy for us to blame our team for missing deadlines. But are slow developers really the reason you're not shipping on time?

At **Sprintly**, we have a lot of data on developer cycle time. We track how long it takes them to complete different types of tasks (Stories, Tests, Bugs), as well as different sizes of tasks (S, M, L, XL).

What patterns have we seen?

First: developers are remarkably average. Our ticket data shows that across all of our users, cycle times are very similar: 75% of all tickets in our system are started and completed in about 175 hours.¹

Second: most of the variability occurs before a ticket has been started (*Someday to Backlog*). This is the stage when stakeholders are figuring out specs and prioritizing work. In the Kanban world, this is typically called reaction time (the amount of time from when the ticket is created to when it is prioritized). There's a lot of time wasted at this stage:



Try Sprintly Free for 30 Days!

Be up and running in less than a minute. No credit card required!

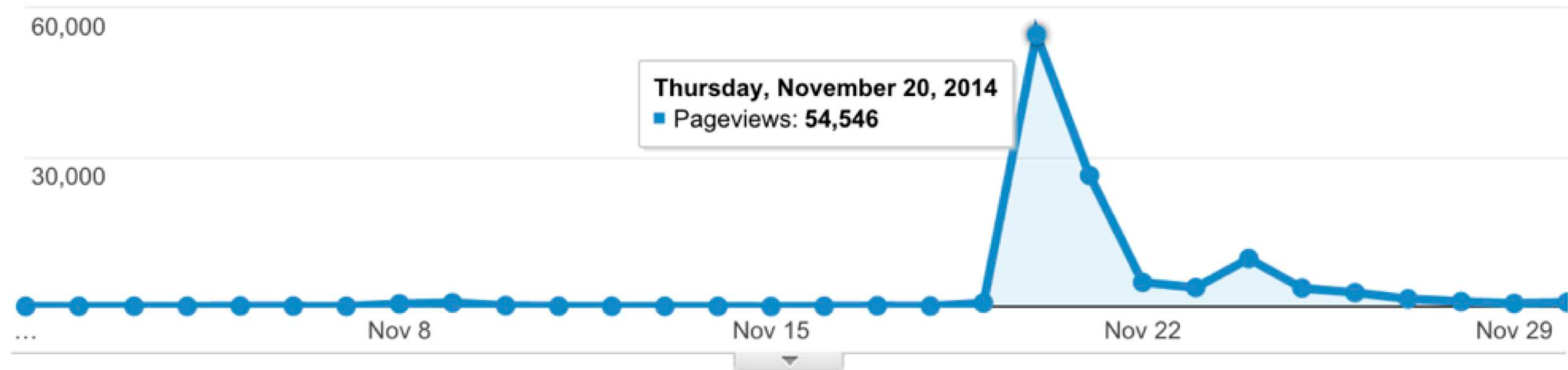
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- [How to manage team workload, track progress, and please your boss](#)
- [Your developers aren't slow](#)
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Your developers aren't slow

sprint.ly - More from this domain

By Justin Jackson - Nov 19, 2014

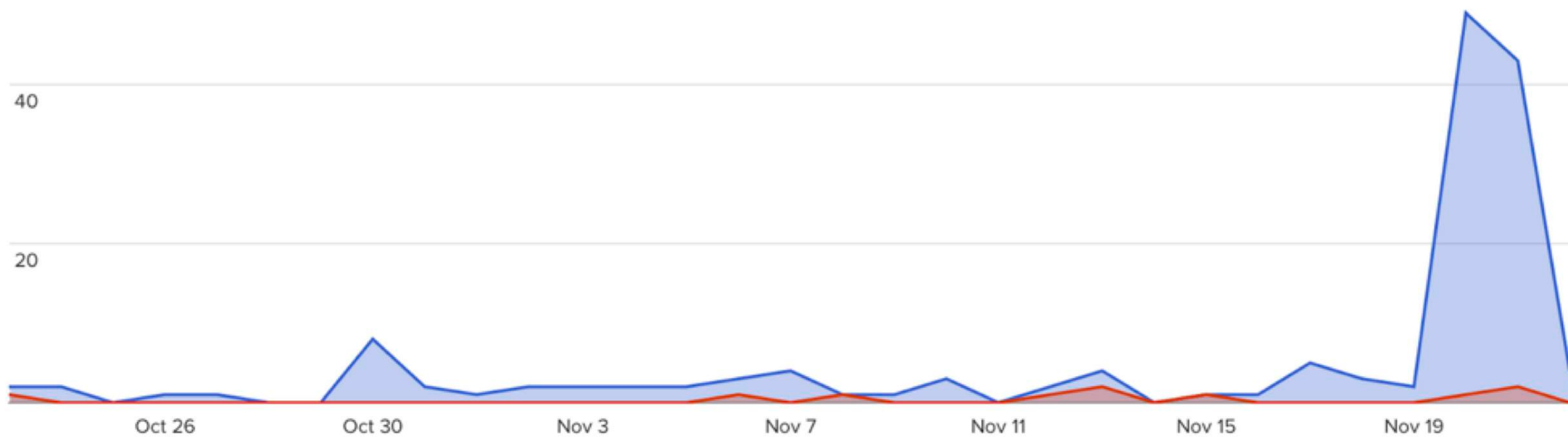
Article

 View Backlinks

 View Sharers

 Share

FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES ▼
3,789	1,035	1,191	0	371	6,386



Users Created

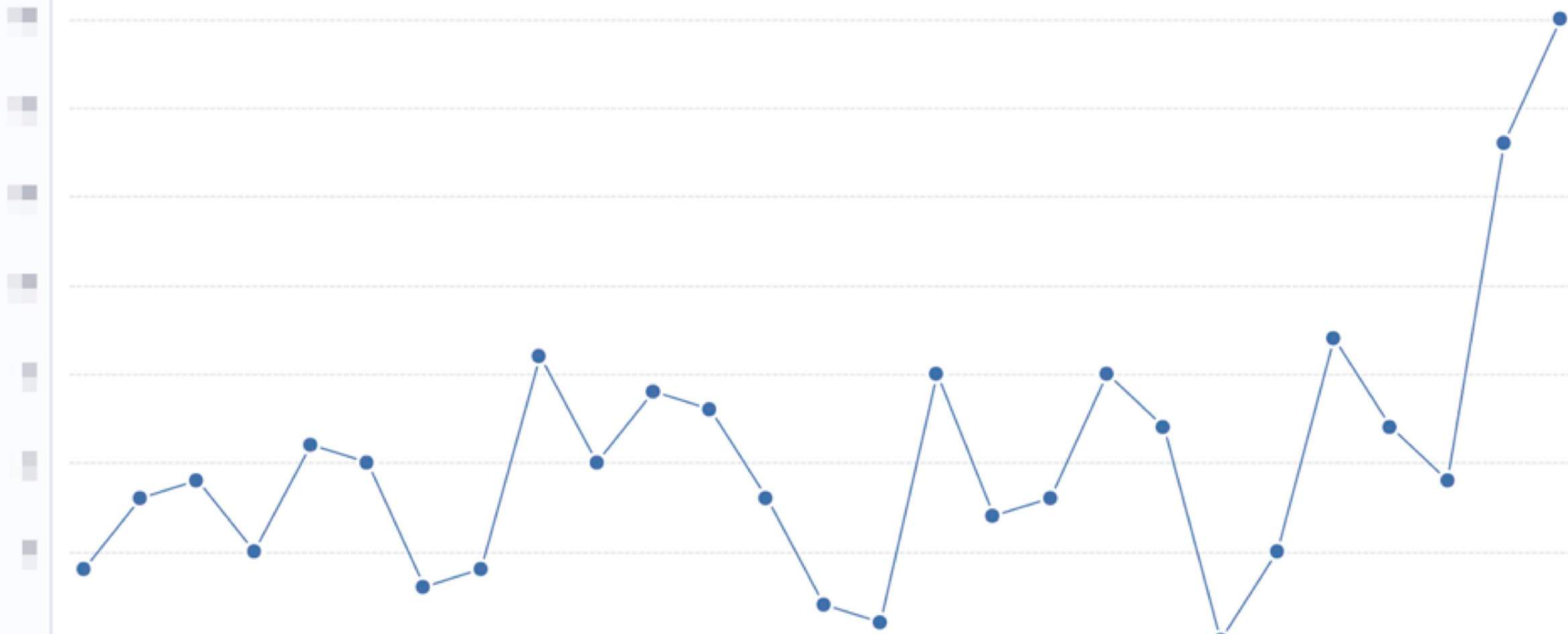
Oct 26th, 2014

– Nov 21st, 2014

DONE



Hour Day Week Month



DO THINGS *tell people*

[About](#)[Newsletter](#)[Products](#)[Consulting](#)[Podcasts](#)

How to make a podcast (and submit it to iTunes)



Justin in Blog



5. AMPLIFY YOUR MESSAGE

YOU NEED TO FIND
distribution CHANNELS
BIGGER THAN YOUR CURRENT
AUDIENCE

Which train are you going to hitch your content to?



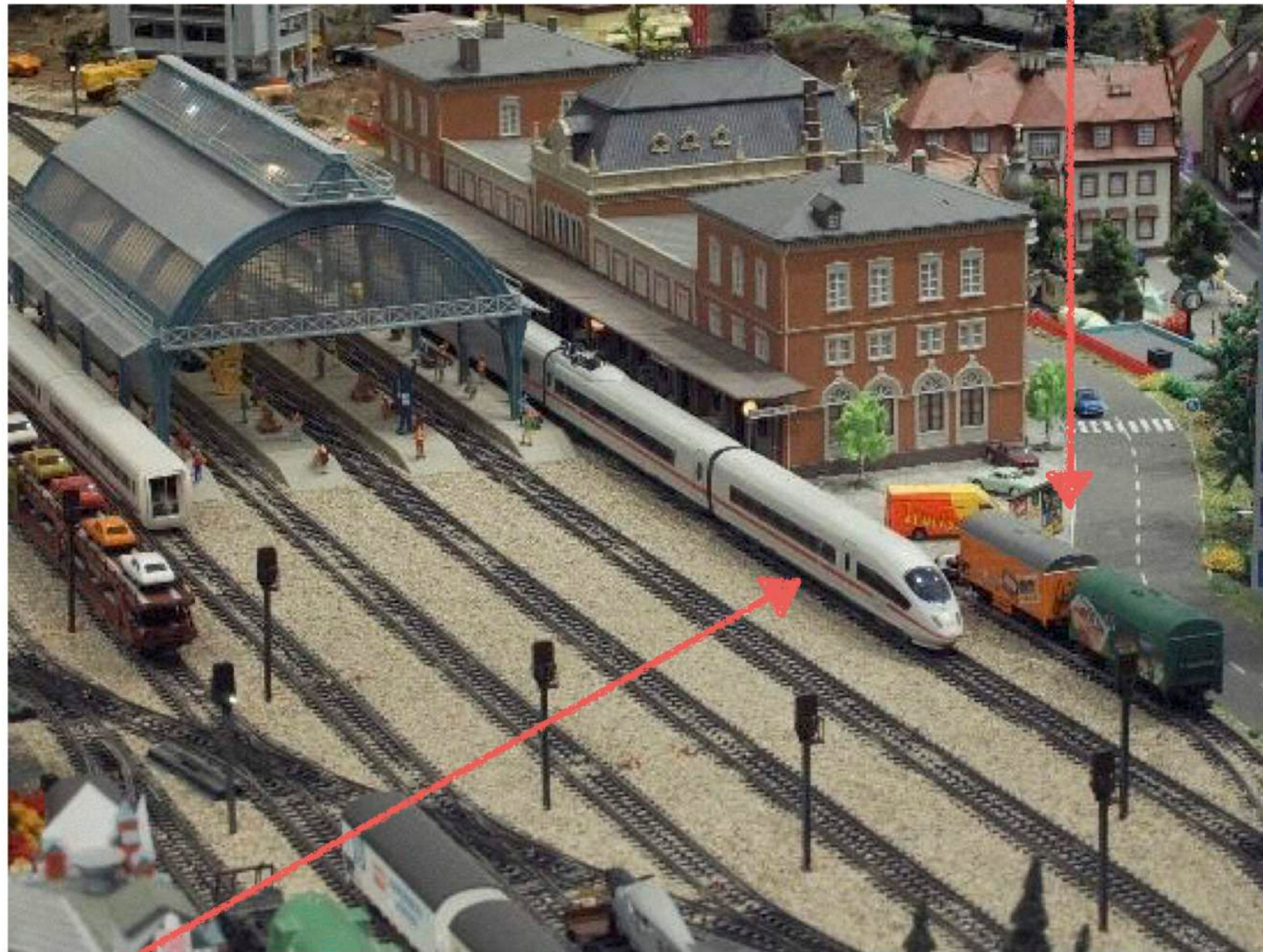
Which train are you going to hitch your content to?

Your own small network



Which train are you going to hitch your content to?

Your own small network



Someone else's big network

**THERE ARE TWO TYPES OF
AMPLIFIERS**

INFLUENCERS



Add value

NETWORKS



Hacker News



Designer News



Product Hunt

AMPLIFICATION STEPS:

1. Give influencers and your personal network a sneak peek
2. Let them know when you're going to publish and how they can help
3. Publish + Share on high value networks
4. Mobilize your network to share + get initial traction on community sites
5. Engage with the response

**6. GET THEIR
EMAIL ADDRESS**

AUDIENCE MEMBER = EMAIL ADDRESS

WHY EMAIL?

**Posting a link on Twitter is like dropping a paper boat in a rushing river.
Your tweet is quickly lost in people's feeds.**

An email, however, will sit in a recipient's inbox until they act on it.

**Confirmed open rates for email generally trend between 25% and 50%.
A tweet will normally be seen by only 10% of your followers.**

Referrer	Views	Sales	Conversion
Email	1,500	361	24%
devmarketing.xyz	113	13	11.5%
justinjackson.ca	113	6	5.3%
producthunt.com	319	4	1.3%

**THE GOAL OF EVERY BLOG
POST IS TO ATTRACT EMAIL
SUBSCRIBERS**

(RSS IS DEAD)

Want to learn more?

Instead of impulsively trying to achieve your marketing goals, do something small every day.

I created a [free email service](#) that will help you do just that:

Tiny Marketing Wins



Get a small, actionable marketing tactic in your inbox every workday!

First Name

Email Address

SUBSCRIBE NOW

Unsubscribe at any time.

[Powered by ConvertKit](#)

7. BUILD TRUST

**IF YOU WANT PEOPLE TO ACT,
THEY HAVE TO TRUST YOU.**

(BUILDING TRUST TAKES TIME)

QUESTIONS?

YOUR NEXT STEP

Marketing for Developers: devmarketing.xyz
Non-technical version: justinjackson.ca/marketing

