



Hi! I'm Ceci

@cecistalls

I ❤️ platforms



The Platform Virtuous Cycle

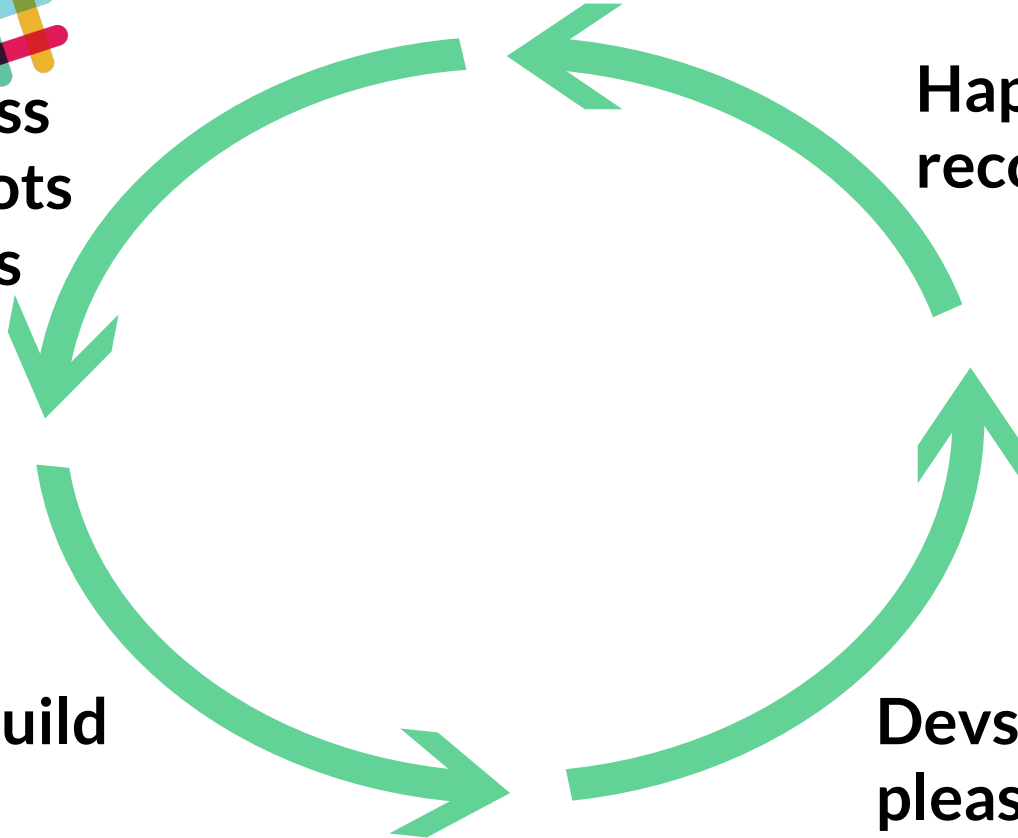


**Your business
grows: has lots
of customers**

Devs build

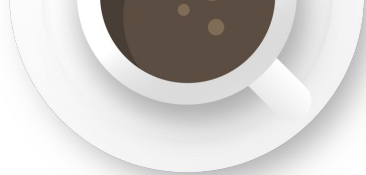
**Happy customers
recommend**

**Devs succeed,
please customers**



Platform Marketing

1. Identify & Tell the story
2. Acquire
3. Equip
4. Tell the story



Tell the Story

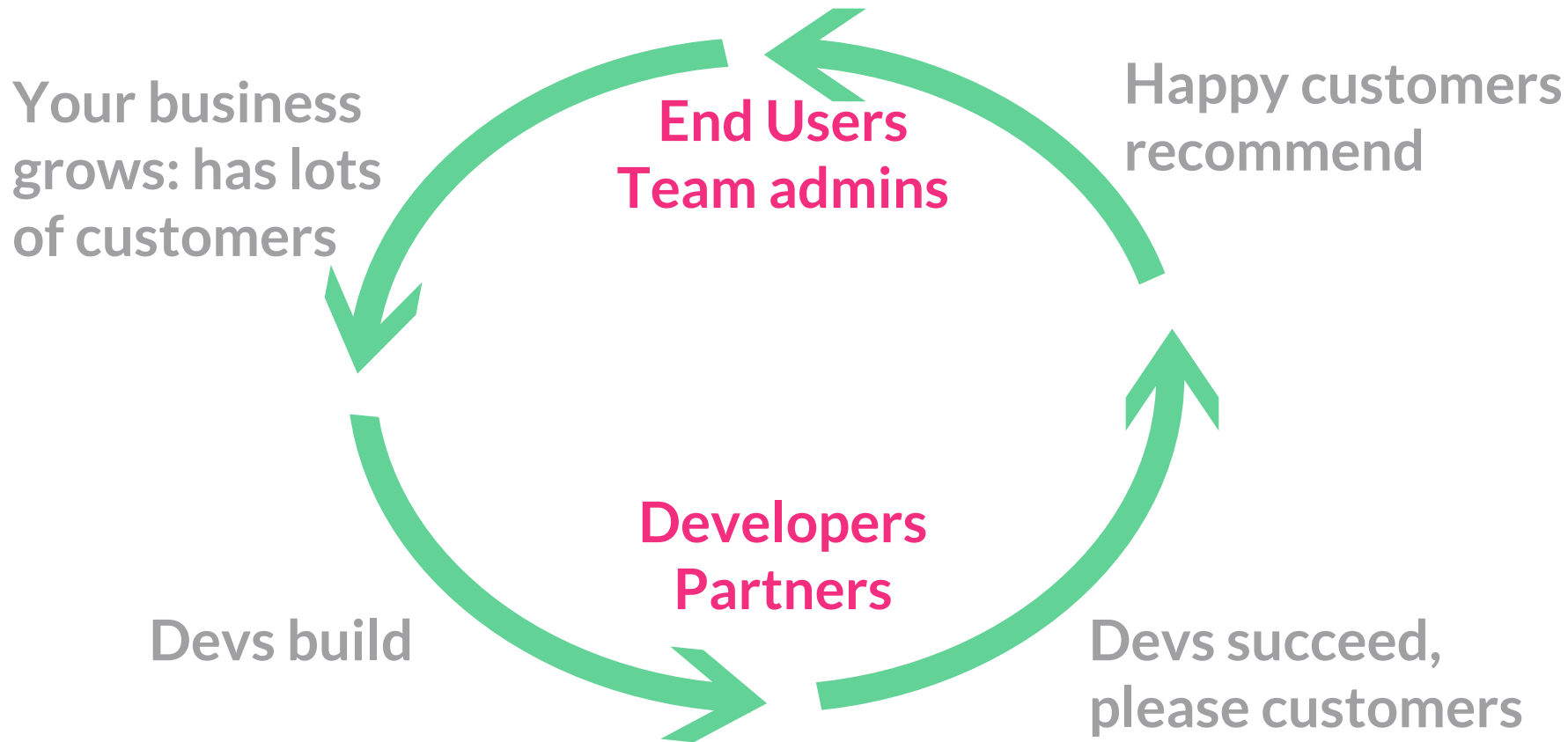
Step 1.

Identify your audience(s).

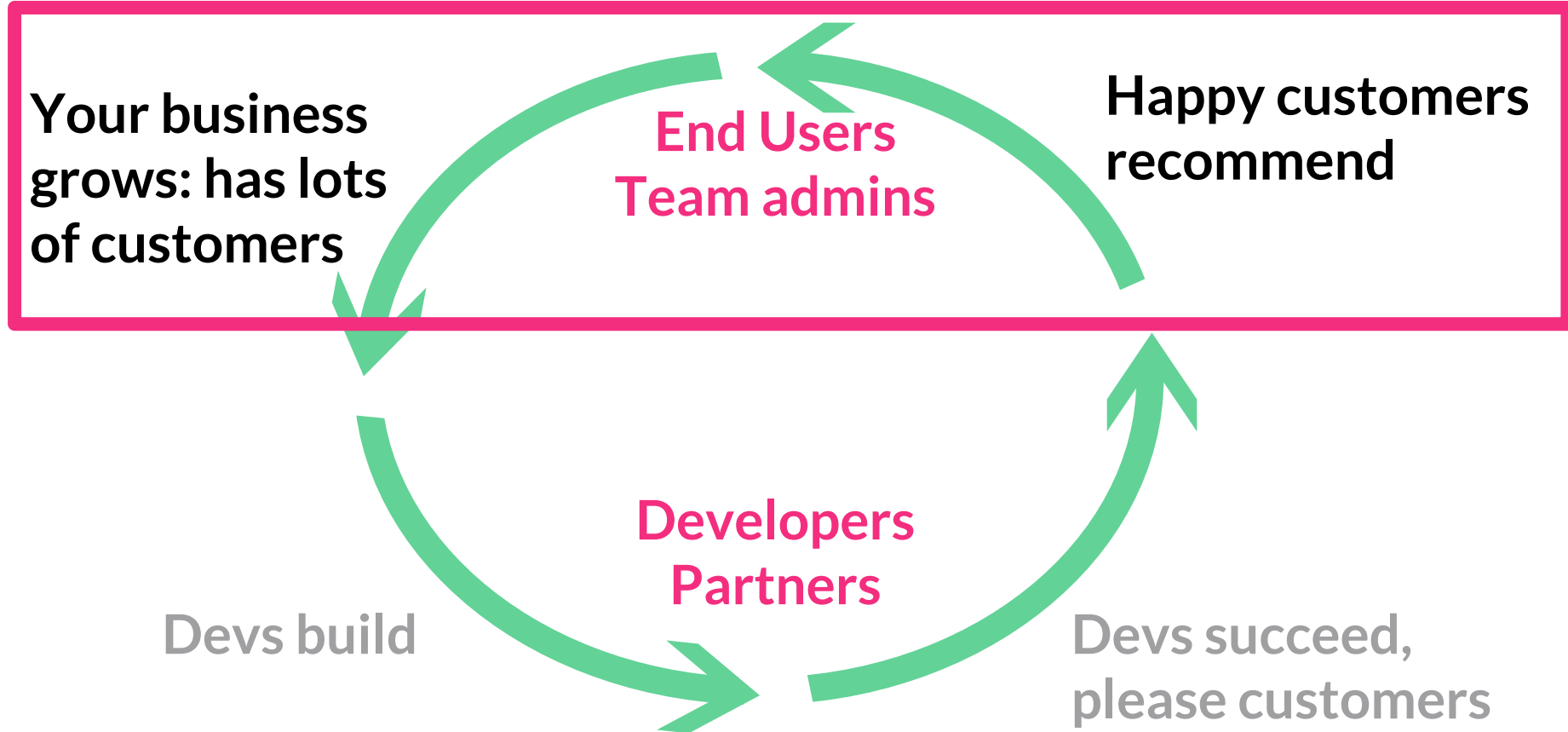
Determine your value.

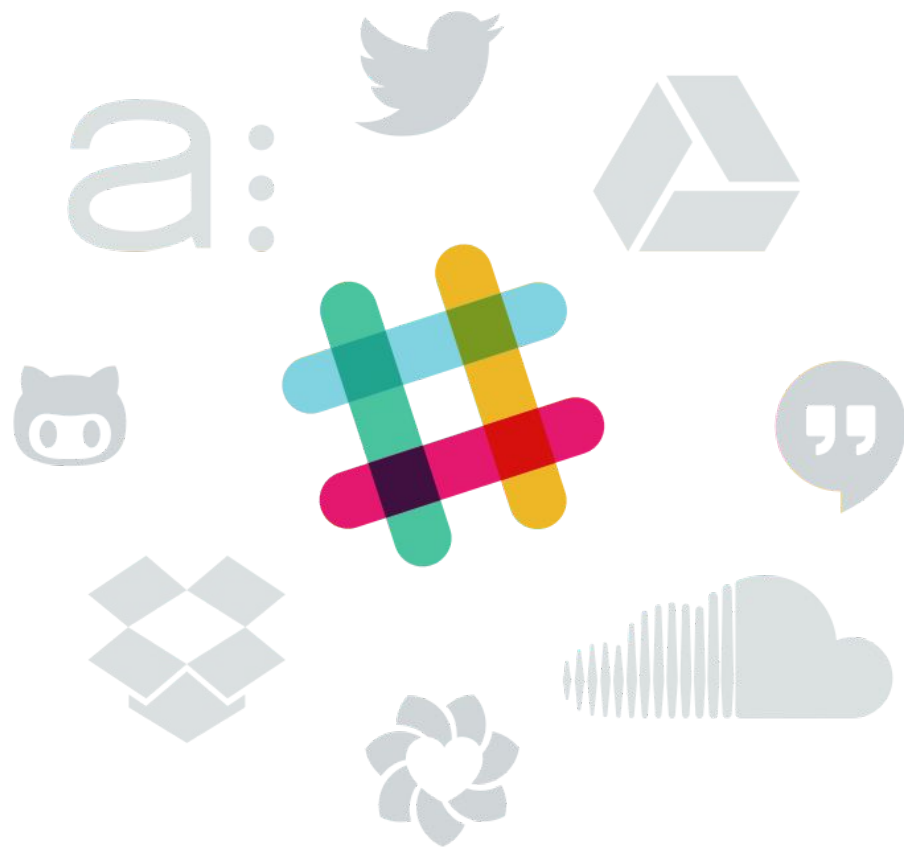
Write the narrative.

The Platform Virtuous Cycle



Determine Your Value - Platform v0





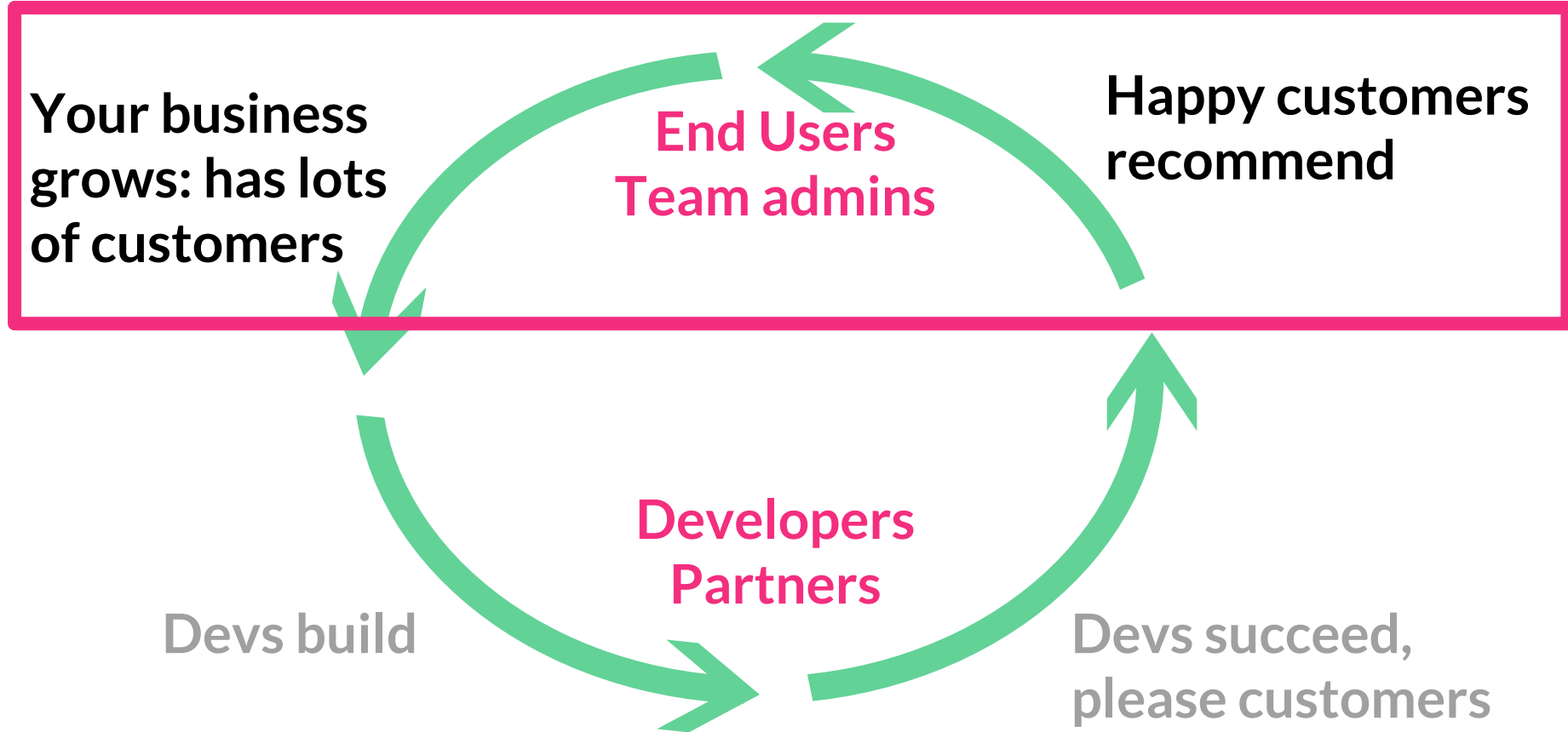
Customer

**Tell the Story
Step 1.**

Value = Integrations make my work simpler,
more pleasant, more productive

Narrative = Unify all of the tools and services
you use for work

Determine Your Value - Platform v0



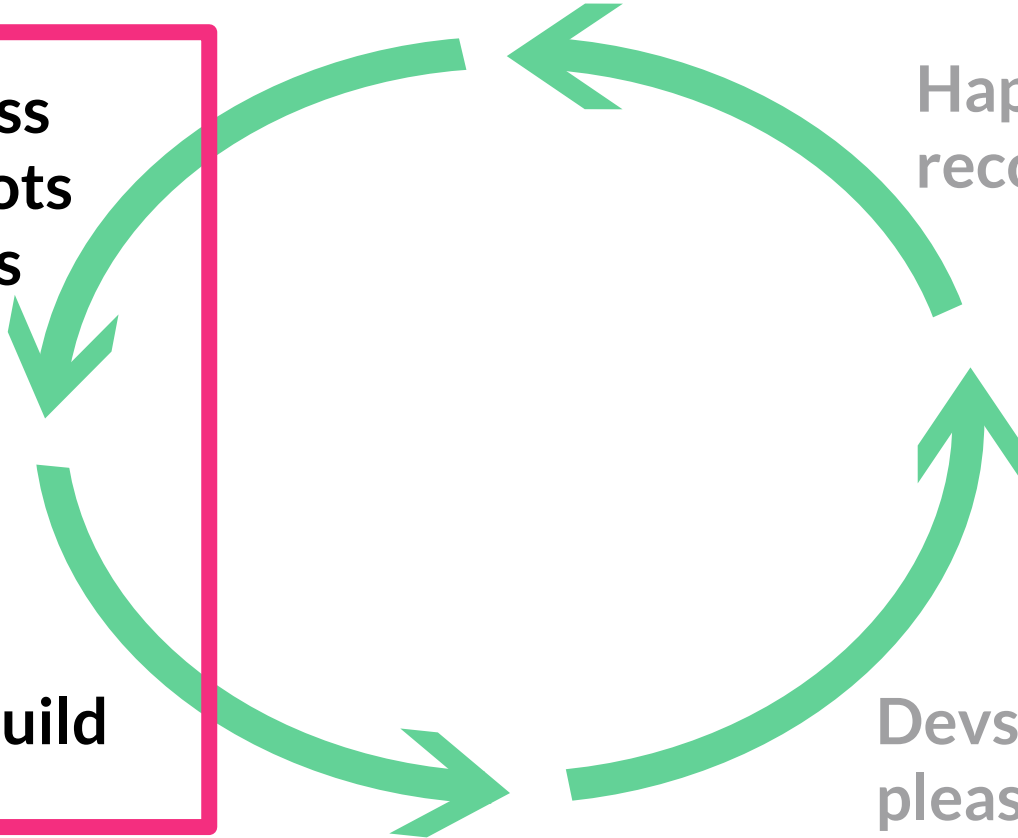
Determine Your Value - Platform v1

**Your business
grows: has lots
of customers**

Devs build

Happy customers
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Devs succeed,
please customers



Developer

**Tell the Story
Step 1.**

Value = Build amazing products for teams @
work (e.g. adoption and cool product)

Narrative = Join us on our Mission



/Launch Platform

Tonight we're officially launching the Slack Platform. We're pretty thrilled that we can now give you a full-service platform offering: from tools to build with to a place to get discovered. If you're tuning in just in time for our event, [check out the livestream here](#). For those who prefer to read, our new products and programs fall into three major buckets detailed below.

Discover

We're launching the Slack App Directory for users to discover and install apps they need for teamwork. Hundreds of awesome apps are built on Slack, and until today we offered no scalable way for developers to get their apps in front of customers. We've built our app directory so that customers can find the best possible products to make their experience with Slack even better. We have over 150 apps at launch—if you use Slack check it out.

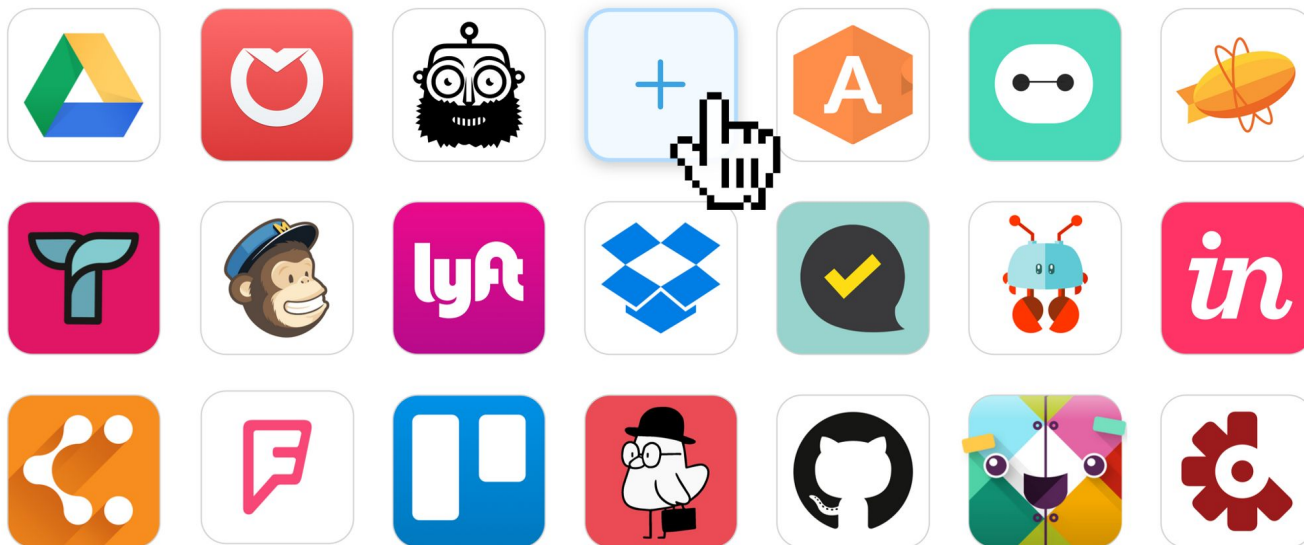
**Tell the Story
Step 2.**

**Repeat, repeat, repeat!
Then adapt.**

Tell the Story

Step 2.

Join us in building
the future of work.



Tell the Story

Step 2.

Product & Launch Overview: Sign in with Slack

LAUNCHING: 5/10/2016

Platform Narrative

Join us on our mission

Core messaging

Dev: Sign in with Slack keeps teams connected across the many apps they use for work.

User Msg: Quickly sign into the apps you use for work with your Slack ID.

Benefits (for developers)

- **Fast:** Sign users up for your product quickly by allowing them to use their existing Slack login.

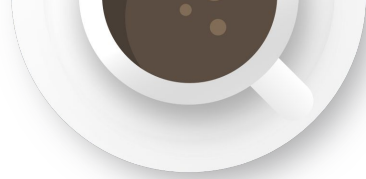
Tell the Story

Practical Applications

1. Seed the platform value before rushing into it.
2. Have a single living document for your value prop and narrative by audience. The narrative(s) should change every ~6 months.
3. **Product Marketing Briefs** - before a product launch tie the story back to the narrative

**A quick thought on WHY/Value
Practical Applications**

**Cool/Useful Tech
User Acquisition
Revenue**



Part 2:

Acquire

Acquire

Leverage Marketing.

Must know your audience's why

Launches drive building.

Know when this stops scaling.

Slack Improves Slash Commands So You Can Call A Lyft And More From Inside Slack

Posted Nov 3, 2015 by [Fitz Tepper \(@fitztepper\)](#)

SHARES



Next Story

Slack just unveiled a new way for app developers to create slash commands, letting users interface with their apps from within Slack channels.

After being turned on via the “[Add to Slack button](#)”, these commands will allow users to do things like call a Lyft or ask FourSquare for lunch recommendations, all from within a channel or private message.

For example, a user could type “/lyft eta” followed by an address to not only get an estimated ETA and cost, but also actually order a car to your location.



Lyft BOT 1:45 PM Only you can see this message

lyft can arrive in 6 minutes

lyft_line can arrive in 6 minutes





Joel Bailon <joel@box.com>

5/6/15



to me ▾

Pretty cool...

----- Forwarded message -----

From:



Date: Wed, May 6, 2015 at 8:48 AM

Subject: Mobile Thought Leaders Event?

To: Joel Bailon <joel@box.com>

Joel,

Do you know if Aaron / Box are planning another event to coincide with WWDC (6/8-6/12)? Those events have been a highlight for us the past two years and we'd love to attend again this year if you are continuing the tradition.

Thanks,

Acquire

Build a Sales-Like-Backend

- 1. Identify the Developer Funnel**
- 2. Use a CRM**
- 3. Find leads, contact them**



Registered

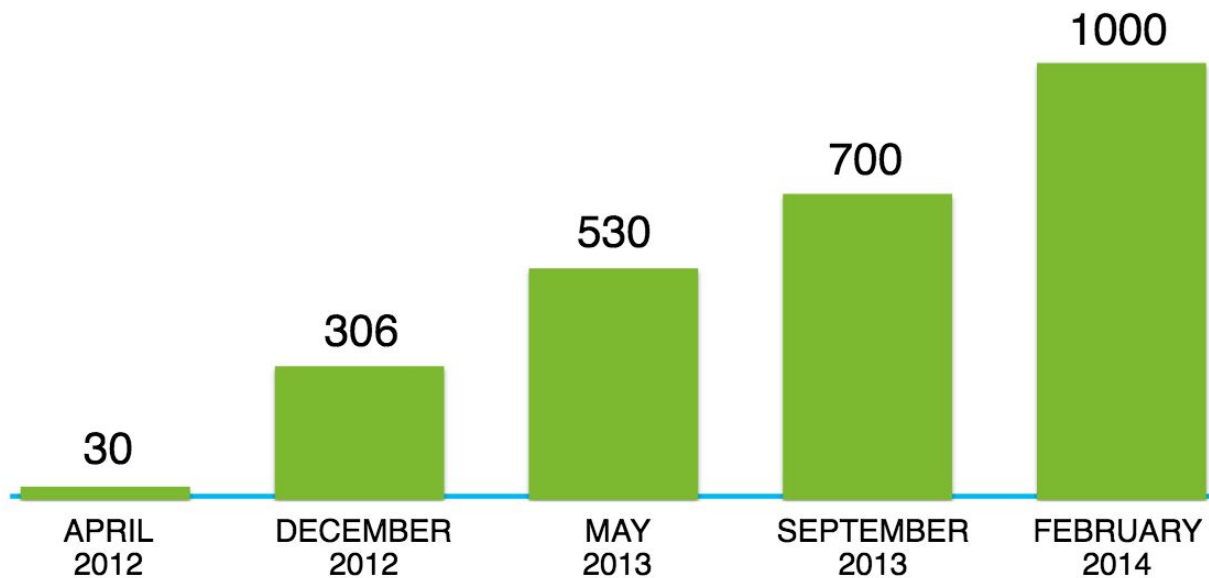
Building

Published

Adopted

Recommended

OneCloud Growth



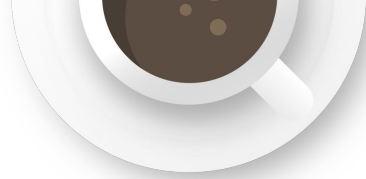
Acquire

Be Human.

Talk to people. It goes a long way.

Acquire Practical Applications

- 1. ID what your audience wants. Use marketing to drive development.**
- 2. Funnel, CRM, Sales process**
- 3. Talk to people. Meet with them.**



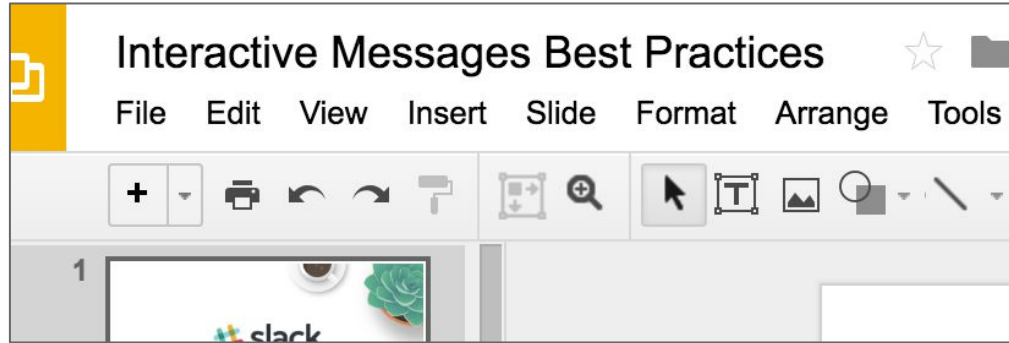
Part 3:

Equip

Equip

Your partners want to partner

- 1. Long tail can get LOUD → partner marketing kits**
- 2. Show them how to succeed**

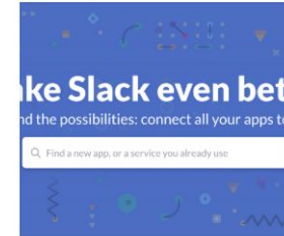


What Installing 15+ Slack Bots Taught Me About A Great Onboarding Experience

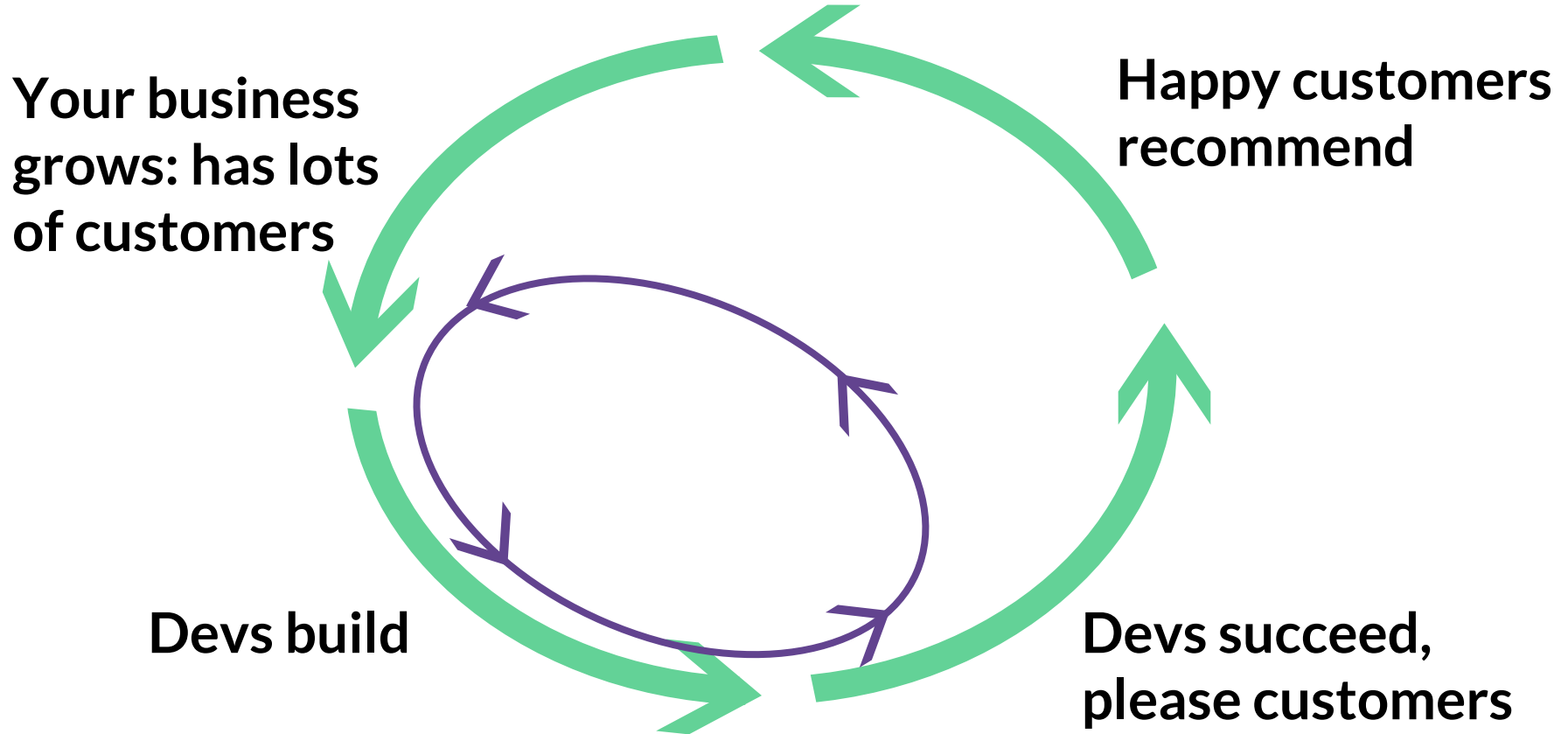
When the teams on Slack, ma.. Drop it like a bot, drop it like a bot, drop it like a bot.



Ross Simmonds
Mar 17



The Platform Virtuous Cycle



Equip

Drive Adoption

This will vary by product.

Equip

King Make.



Successes



AutoTrader.com®

Lilly

FAMILY DOLLAR



Make Slack even better.

All the tools you use for work, in one place.

🔍 Find a new app, or a service you already use

Featured

Top Apps

New & Noteworthy

Brilliant Bots

Categories

Bots

Analytics

Communication



Baremetrics

Payments & Accounting



TeamInk

Productivity



Do

Productivity

App Directory Spotlight — Zoho Expense, DiggBot and Awesome

Happy Friday! Here are some great apps to make you more productive, informed and effective at work.

Published on Apr 29 · 2 min read · In Slack Platform Blog · 



App Directory Spotlight — Tomatobot, Intro and RSS Fox

If you do work, meet people or read articles online then we have something for you this Friday! Oh, you do all of those things? That's...

Published on Apr 15 · 3 min read · In Slack Platform Blog · 



App Directory Spotlight #6 — MonkeyWorks, Primer and odrive

Happy Friday! It's featured app day at Slack and we hope you enjoy what we've got this week. Our first two apps are great for marketing and...

Published on Mar 18 · 2 min read · In Slack Platform Blog · 



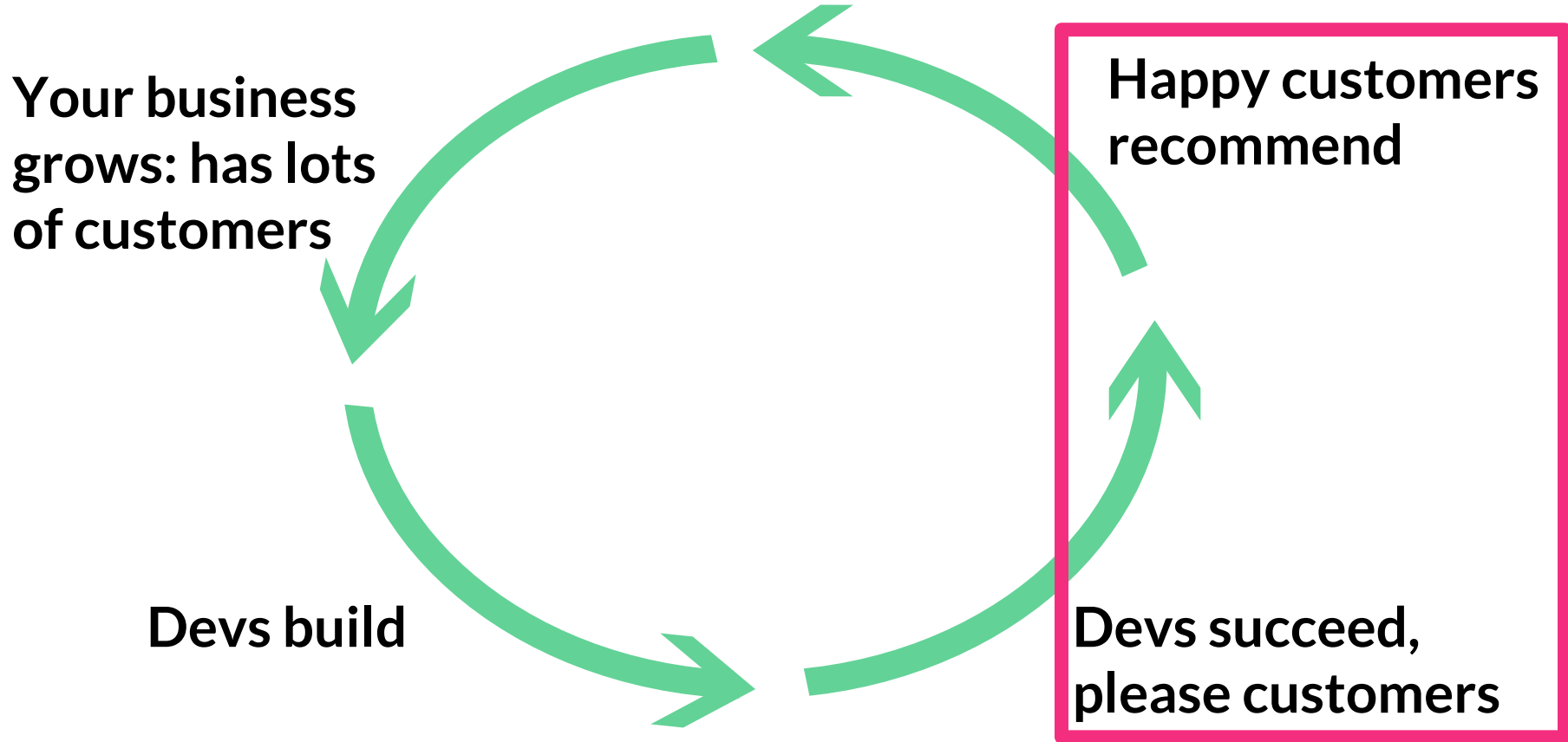
App Directory Spotlight #7 — /done, Nikabot & Nestor

This week's featured apps are all about getting work done as a team. There really is a team project management app for everyone. What do...

Published on Apr 1 · 2 min read · In Slack Platform Blog · 



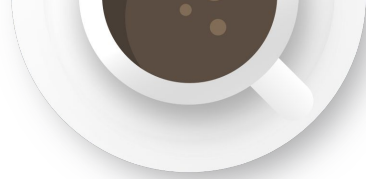
The Platform Virtuous Cycle



Equip

Practical Applications

- 1. Build easy-to-follow partner marketing kits**
- 2. Show them how to succeed: do product marketing in your private beta's**
- 3. King make, it's proven, though it can feel icky, it will really affect the long tail.**
- 4. Drive adoption (where it is deserved)**



Part 4:

Tell the story, again

Tell the Story

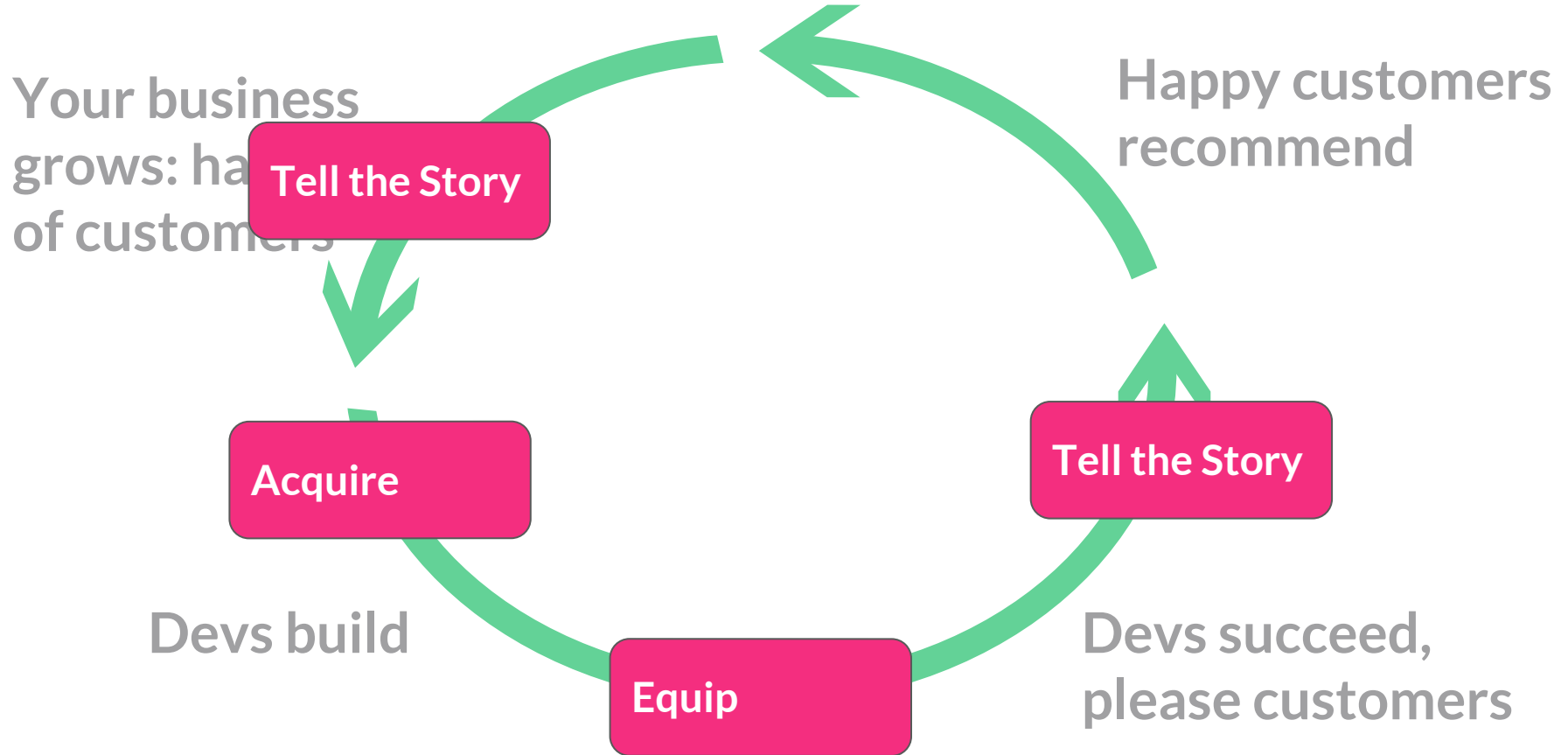
Behind the scenes of /todo

A first look at our new Developer Stories

Shortly after our platform launch in December, we began featuring apps in our Directory Spotlight series—ones that made working on Slack simpler, more pleasant, and more productive. One such app was /todo—a super easy way for teams to keep track of personal, group, or even team todo lists.



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Thanks!

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