

# **Engaging Developers with Content**

---

**Danielle Morrill**

**October 2013 @ Heavybit**



# About me

---

- Mattermark – Founder
- Twilio – Director of Marketing, Employee #1
- 500 Startups – Mentor
- Startup Weekend – Board Member
- @DanielleMorrill
- [daniellemorrill.com](http://daniellemorrill.com)



# Engaging Developers

---



# Engaging Developers

---

**What's worth writing about?**



# Engaging Developers

---

**What's worth writing about?**

**Mind like a student**



# Engaging Developers

---

**What's worth writing about?**

**Mind like a student**

**Distribution**



# Engaging Developers

---

**What's worth writing about?**

**Mind like a student**

**Distribution**

**Re-using Content**



# Engaging Developers

---

**What's worth writing about?**

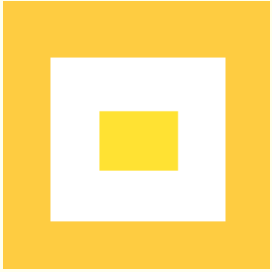
**Mind like a student**

**Distribution**

**Re-using Content**

**Metrics & Expectations**





# JFDI

---

[www.mattermark.com](http://www.mattermark.com)

[www.daniellemorrill.com](http://www.daniellemorrill.com)