

# Building External Evangelists

One of the most critical functions of DevRel and Community  
Teams!

# Hello!

## I am Matt Yonkovit

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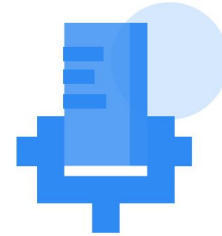
Mail me at [matt@theyonk.com](mailto:matt@theyonk.com)!



# A word about scarf & our efforts



**SCARF**



**HACKING**  
***OPEN SOURCE***  
***BUSINESS*** PODCAST

**We help projects, maintainers, and businesses accelerate  
open source adoption.**

**Everyone Asks:**

How do you Measure  
Community or DevRel?

My Answer is ...

measure external  
advocates or  
evangelists

Why?

What is the company  
expecting?

**More  
Contributors**

**More  
Users**

**More  
Customers**



# MORE

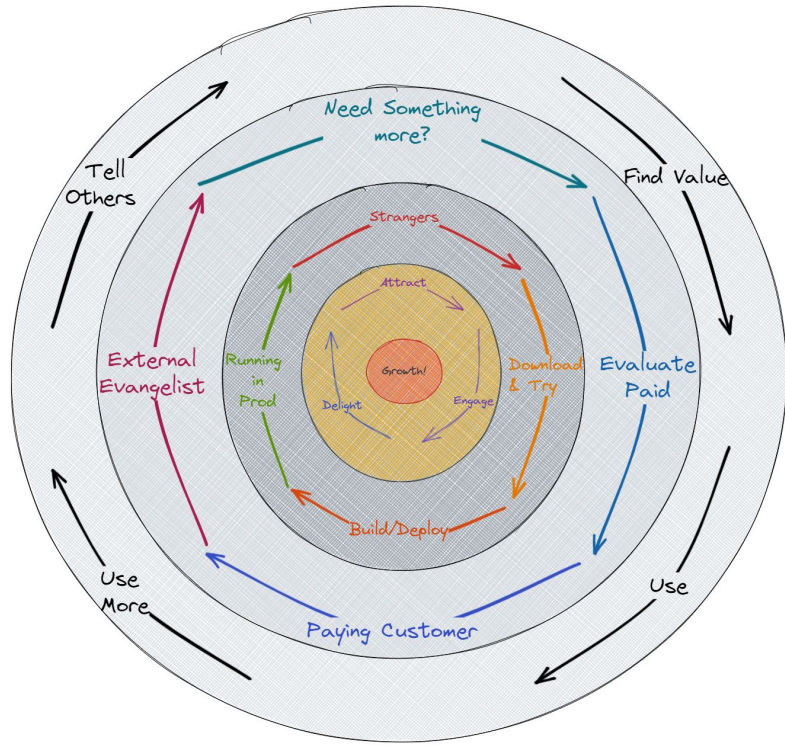
**No matter the outcome we are all looking for more... users,  
customers, contributors, fun**

Let me put on my other hat



Most commercial companies boil down to more \$\$\$\$

# Open Source Product Growth Flywheel



More users in the community

**-the-**

More potential customers in the future

Hypothesis or Assumption

## COMMUNITY & DEVREL



- Active Contributors
- Code Contributions: PRs, Bugs, etc
- Slack Users
- Github Stars
- Posts, Questions
- Events Attended
- # of blogs, talks, etc
- Likes, follow, shares



## BUSINESS SIDE SALES, MARKETING



- # of Customers
- ARR/MRR
- Churn
- Expansion
- CAC
- LTV
- Net New
- NPS
- Share of Voice



# The Rise of Influencer Marketing

# Trust

It's all about connecting

- **People trust other people over companies ( big or small )**
- **The relationship is important**
- **Digital one way connections**

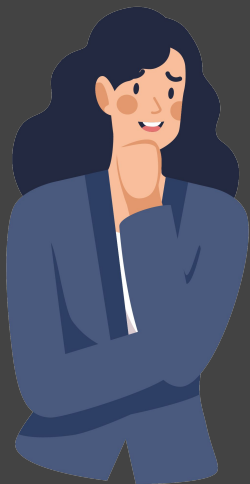


Tech Evangelists and DevRel are Influencers



# Evangelists

**Internal vs External**



**Person A:**

**Works for:** Delta Company

**Likes:** Development, Javascript, Dogs, Running, Football, and Volunteering

**Social:** Has 30K followers

**Says:** Delta's new software is Crazy good and shows you how to use it.



**Person B:**

**Works for:** Website Co

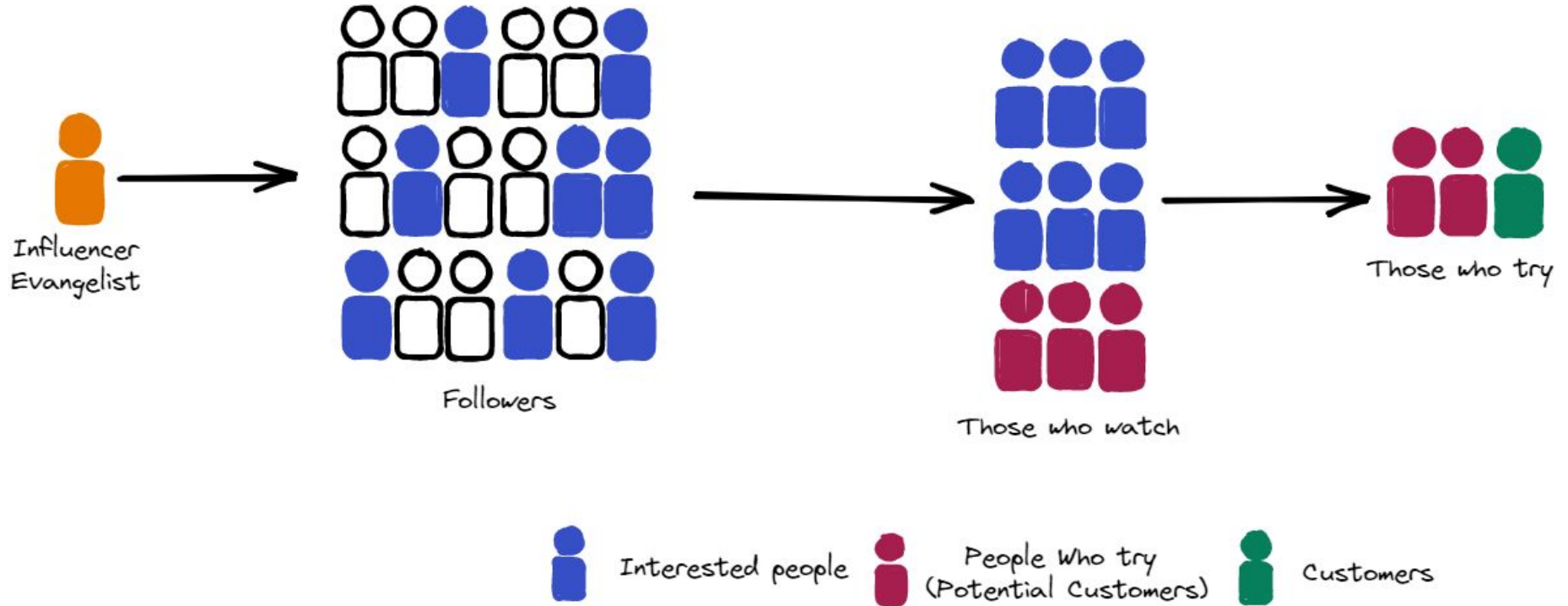
**Likes:** Development, Javascript, Dogs, Running, Football, and Volunteering

**Social:** Has 30K followers

**Says:** Delta's new software is Crazy good and shows you how to use it.

Who has more sway? Who would you watch first?  
Why?

# Business Expectations for Evangelists

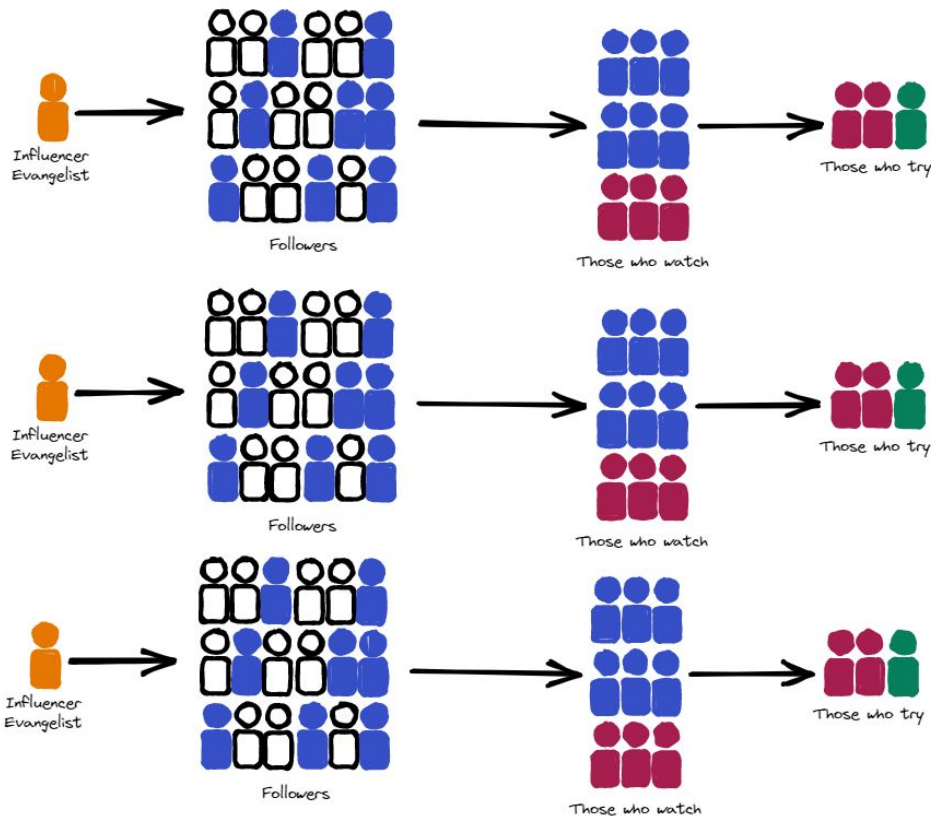


# Can this Scale?

More influencers or evangelists mean more reach... but can this scale?

More evangelists = More Customers?

 Interested people    People Who try (Potential Customers)    Customers



# Different “Tribes” Or Communities

## Programming, scripting, and markup languages

2022 marks JavaScript's tenth year in a row as the most commonly used programming language.

But, it's a different picture for those learning to code. HTML/CSS, Javascript and Python are almost tied as the most popular languages for people learning to code. People learning to code are more likely than Professional Developers to report using Python (58% vs 44%), C++ (35% vs 20%), and C (32% vs 17%).

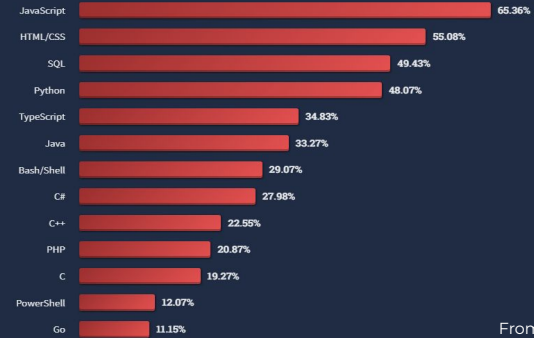
Compared to Professional Developers, those learning to code are less likely to report using SQL (38% vs 53%), TypeScript (15% vs 40%), and Bash/Shell (19% vs 29%).

All Respondents

Professional Developers

Learning to Code

71,547 responses

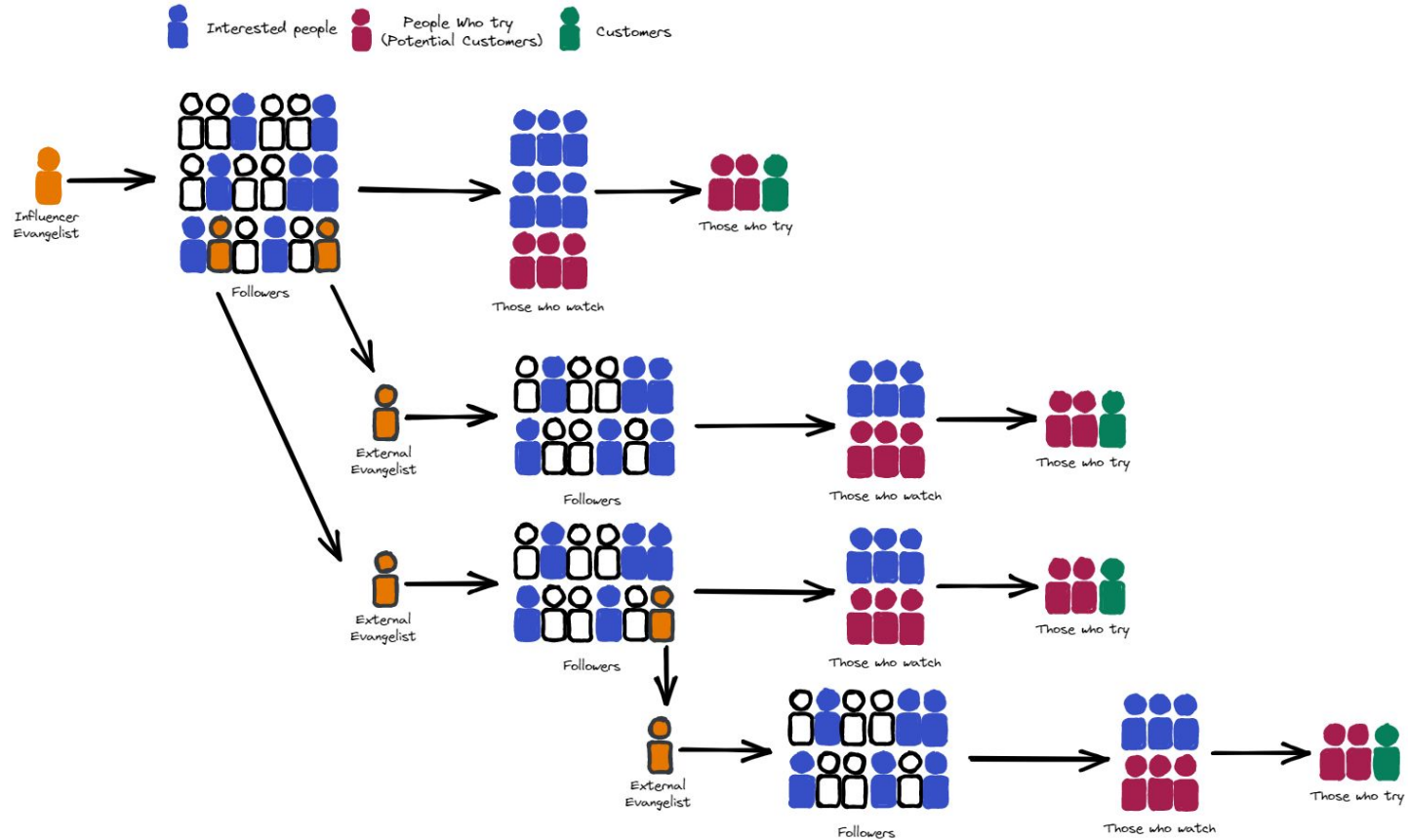


From 2022 stack overflow survey



It's not feasible  
To grow teams to cover all  
sub communities

# You want your evangelists to create new ones



How do you get external evangelists?

# Hiring Influencers?

Should you pay for an  
influencer to work with you?

## **Results will vary, alot**

- Works better in the consumer space then in tech

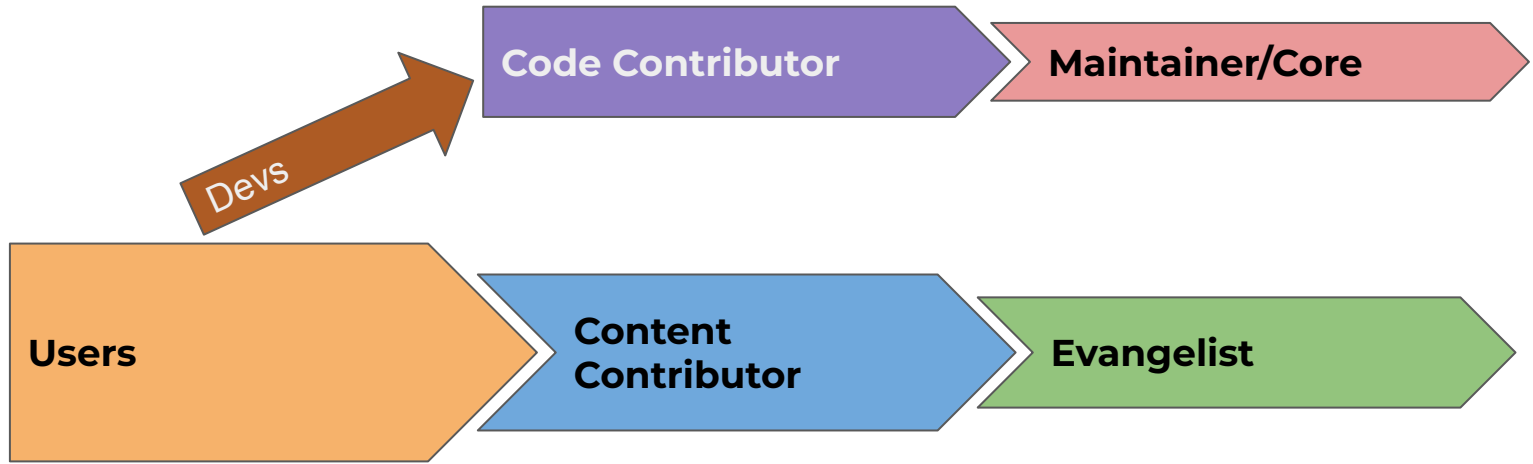


# Grow User Base

Sounds easy right?

**This is a classic DevRel play**

# Why the grow the user base?



# Get more users

- **Content, Content, Content**
  - Education & Training
  - Code Examples
  - Conference Talks
- **Features**
  - Show people cool things
  - Easier, less work
  - Can't live without
- **Tell more people how awesome your project/product is**
  - The more people who know, the more potential users

Set your expectations!

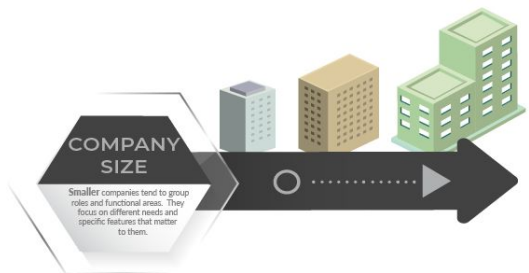


Some communities are very specific and unique

# Example: Haskell -vs- Javascript

# Know thy Users!

## Database Community Persona Needs & Targets



**50%**  
Newer Devs  
Front End



**35%**  
Seasoned Devs  
Full Stack  
Backend



Seasoned Devs/Engineers care about speed, features, and ease of use. They are willing to try new features that solve problems they have had in the past, but they also have established work patterns and tool sets. You need to convince to switch tools with something compelling.

**15%**  
Architects  
Principal Engineers



Architects care deeply about the sustainability and long term viability of their organizations applications and ecosystems. They will incorporate and establish standards, enforcing other developers to use common tools, practices, etc.

Easy



New Devs/Front End Engineers care about speed, have limited knowledge or curiosity in backend technologies. They are focused on good looking and feature rich applications. They are interesting in limiting interactions and work with backend systems/code.

**60%**  
Tech Leads



**30%**  
Managers  
Directors



Manager & Directors are the people leads in charge of developer and operations teams. They have budget responsibilities and are ultimately the ones who are held responsible for deadlines and preventing issues. They are involved in some decisions, but often are more tactical.

**10%**  
VPs & Executives

Strategy



VP & Executives these folks get the final say and are responsible for the over all strategic direction they may be involved in choosing stacks or overall technologies, but will often leave tactical decisions to those under them.

Time



Tech Leads are both developers and leaders playing a dual role. They will be looking for ways to make their teams more productive and will looking at ways to finish projects quicker and within the allocated budget. They often will have a say, but not final decision in budget/tech.

**40%**  
DBA's  
Sysadmins  
Cloud Admin



DBA/Sysadmins are the old school ops people in IT who are focused on managing and maintaining the infrastructures of organizations. Their focus is on keeping things up and running supporting developers and care and feeding.

**40%**  
SRE's  
DBRE's



SRE/DBRE's Are focused on the reliability of the applications as a whole. They will be jacks of all trades, but masters of scale and performance. They will be looking for solutions to automate scalability, performance, and reliability.



**20%**  
Dev Ops Engineers

Plugin



Dev Ops Engineers are building the internal platforms for developer teams and providing the automation so developers can focus on code not on infrastructure. They care about being able to integrate into their pipelines and tooling.

# Avoid the mistakes

Classic blunders in growth

- **Assuming your audience/potential user base is as large as others**
- **Speaking will auto generate interest**
- **Product awesomeness trumps story**



# Growing External Evangelists Best Practices



Be Real

**How many  
people here  
like dogs?**



Find a connection

# Make it accessible

Your product and  
community need to be easy  
to use and get involved in

- **People often develop brilliant things, that are too complicated rules**
- **Maintainers and devs often assume everyone thinks like them**
- **How do you help new users get involved?**

# Be Safe and Fun

People only participate and feel part of communities that are welcoming and are fun to be part of

- **Toxic people suck**
- **Avoid abrasive culture**
- **What are you doing to engage the community?**
- **What is the personality of your personality?**

# Be Transparent

Share what is happening internally, across the project and the industry

- **Sharing plans, goals, and ideas is critical**
- **Don't create a caste based open source project ( Core -vs- Others )**
- **Explain yourself ( prs, decisions, etc )**
- **Be open to feedback**

# Ask for Help

Many people don't know how to help, especially those who aren't developers (or unsure of their skills)

A red rectangular sign with rounded corners and a white border. The sign features the words "HELP" and "WANTED" stacked vertically in a bold, white, sans-serif font. The background of the sign is a solid, vibrant red color.

**HELP  
WANTED**

# Give Feedback

Be responsive, give feedback, and promote your users content, contributions, and work!

- **You are building a relationship, treat external evangelists as someone you want to have a long term friendship with**
- **Nothing annoys people like silence**
  - Good or bad
- **Promote people's work, if they win, you win**



# Reward People

While good work can be rewarding, people are all motivated differently

- **People are motivated by positive reinforcement**
- **One reward is a simple acknowledgement**
  - Release notes
  - Blogs
  - Profiles
- **Physical rewards work too!**
  - Shirts, hats, and swag
  - Coins

# Listen

Treat your users and external evangelists like they are VIP members of the team. They will provide valuable feedback



# Don't Be an ASS


Just because you created or maintained the project doesn't mean you can be elitist

- **People want to help and be part of something they enjoy, get satisfaction from. They don't want to deal with attitude.**
- **Nobody got time for that**

# OPEN SOURCE BUSINESS METRICS:

Follow along and get more details  
on everything I talk about @

<https://opensourcemetrics.org/>



# THE GUIDEBOOK





See the Hoss @  
**Fosdem**

**Building External Evangelists**  
Sunday, Feb 5th @ 9:05-9:35  
Community Room: UB5.132

**The Open Source  
Business Guidebook**  
Sunday, Feb 5th @ 13:00-13:50  
Main Track: K.1.105



JOIN THE HOSS AS HE CHANNELS  
HIS INNER SUPERVILLIAN IN:

**THE SUPERVILLAINS GUIDE ON  
HOW TO DESTROY A COMMUNITY**

STATE OF OPEN CON 23  
TUESDAY, FEBRUARY 7  
4:00PM - 4:25PM

STATE OF OPEN  
CON 23



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