



ContentLab helps companies connect with their technical audiences through content. We deliver code-level, practitioner-written marketing materials from high-value blog posts to educational content.

We'll act as an extension of your team and take care of the heavy lifting to streamline your content production process, reliably and at scale.

Whether you need a little guidance or a lot, we'll meet you where you are with your technical content needs. Say hello today and tell us about your goals.

Contact Us

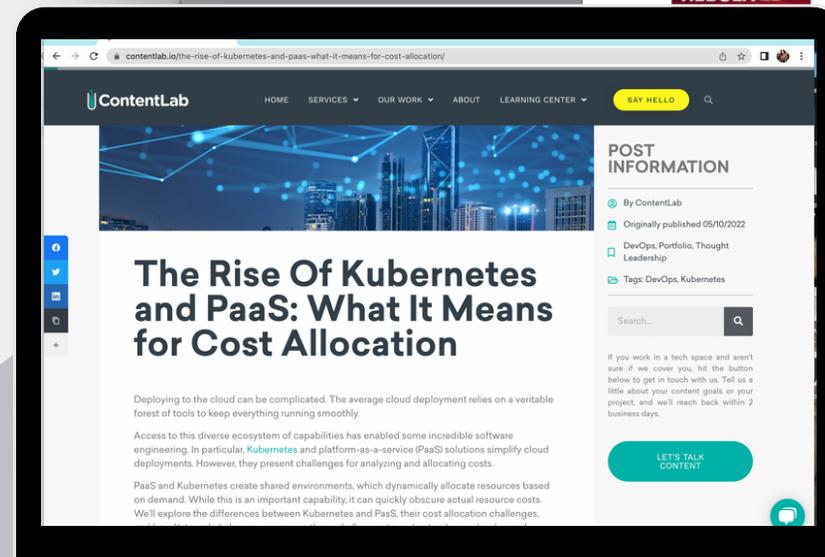
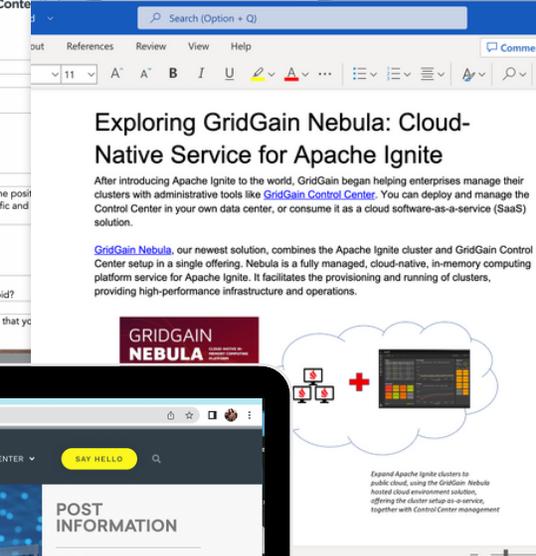
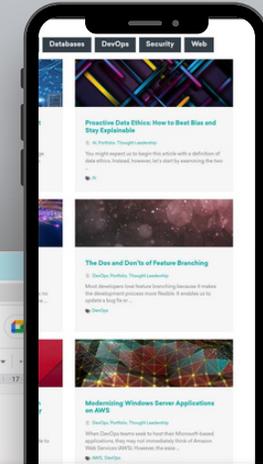
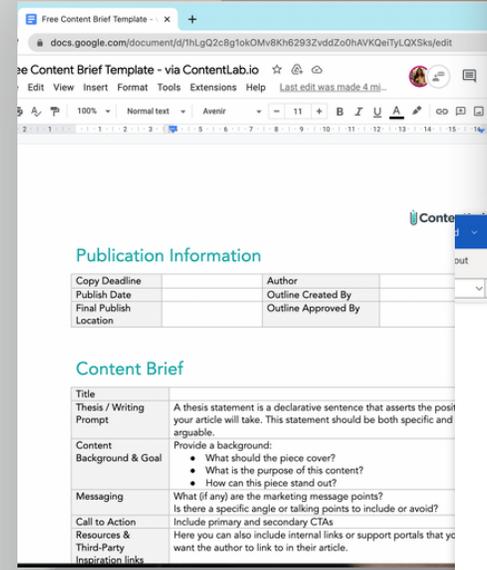


TABLE OF CONTENTS

01

INTRO

Why does content strategy matter? Let's look at what we'll explore in this guide

02

SETTING GOALS

A review of common goals by business needs and maturity—and what type of content to best support each

03

THE BUYER'S JOURNEY

Knowing your audience means effectively mapping content to touchpoints on your buyer journeys

04

TOPIC IDEATION & MAPPING

Generate ideas that engage your audience consistently—and how to put them to good use

05

STREAMLINING PRODUCTION

A repeatable process helps you scale easier, be more consistent, and repeat successes

06

CONTENT DISTRIBUTION

Content is only useful if it's consumed. Learn how to create a cross-channel approach

INTRODUCTION

What we'll cover

At its heart, content strategy is reaching the right person, at the right time, with the right message. This winning trifecta is not easy to achieve — but when you're marketing to notoriously skeptical developers and technical professionals, there are more nuances to keep in mind.

Since traditional marketing approaches fall short when engaging this crowd, we'll give you a five-part blueprint on how to build a content strategy for technical audiences. As developers ourselves, we've fine-tuned this framework over thousands of projects with tech industry clients.

Whether you're looking to scale your content program, build your community, or educate your audience, having a solid content strategy is your north star to success.

The five parts we'll cover are:

- Part 1: Setting goals
- Part 2: The buyer's journey
- Part 3: Topic ideation & mapping
- Part 4: Streamlining production
- Part 5: Content distribution



LET'S BEGIN.

Content Strategy

Setting Goals

The Buyer's Journey

Topic Ideation & Mapping

Streamlining Production

Content Distribution

PART 1

GOALS & CONTENT

How to set goals and support them with content



Keep in mind, goals should be SMART – Specific, Measurable, Achievable, Relevant, and Time-Bound to be effective.

7 TYPES OF GOALS CONTENT MARKETING SUPPORTS

Awareness

People typically aren't searching for a company or a product—they're looking for answers to questions. This is especially true marketing to developers. Developers are constantly looking for answers, code samples, and new strategies when it comes to their work.

If you can create content that offers educational value or piques interest, you're on track to generating awareness.

SEO

If you want to show up in organic search, you've got to play the game. Luckily, there are some proven strategies to get on the good side of the algorithms:

- Do keyword research: An easy way to begin is to find relevant high-volume/low-difficulty keywords and hang your content on that hook.
- Write “quotable” content: Writing an interesting take drums up discussion and gets shares. More backlinks means more trust from Google, which means better rankings for you.
- Do your own research: Conducting surveys or interviews to create original content provides valuable insight—and a highly quotable piece.

Lead Generation

Lead generation content is used to nurture prospects closer to conversion. For this type of content, we want to demonstrate the value of the offering as opposed to being purely informative.

PART 1 - BUSINESS GOALS

Expanding Reach

Expansion is key to growth. If you already have an established audience, the next step is to expand your reach. Doing so often involves leveraging some external connections or paid partnerships.

Co-marketing campaigns, sponsored newsletters, and paid syndication on industry sites are some ways you can get your brand in front of new eyes. The new audience may not have even been aware they had a problem until they see your solution exists.

Deeper Engagement

In developer marketing especially, the sales process doesn't end once the sale has been completed. Nurturing users into advocates and building communities is the cornerstone of driving product adoption. Happy, engaged community members naturally share through word of mouth.

Developers trust other developers. A recommendation from an influential tech figure is better than even the most well-written blog piece.

Education

Developers and technical audiences love learning—especially if it's about a solution that makes their lives easier at work by easing pain points.

If you can give developers valuable education that they can ingest easily and use immediately, you're on the right path to set yourself up as a trusted source in the industry. Developer education should be a cornerstone of all content campaigns aimed at Devs.

Branding

The goal here isn't necessarily to inform or educate, but instead to build trust and awareness of you—as opposed to your product. This content needs to be a bit more polished than your education or awareness content, as this is used to establish your brand's voice, values, and objectives.

Developers like good marketing. There's a story and emotion behind even technical products. This content type helps make that connection between your brand and your customer when done correctly.

Types of Content to Support Common Business Goals

Your goals should work to support your value proposition. Once your mission is clear, content is the vehicle to drive that momentum upwards. Here we'll go through a series of typical content goals we see across clients and describe some of the content types and structures used to get them coming out on top.

While content types certainly overlap between different goals, here are some that work especially well to support each goal.



Engagement

Content designed around the goal of deeper customer engagement aims to build advocacy, word of mouth and product evangelism.

- Surveys
- Social media interaction
- Newsletters
- User generated content
- Opinion pieces
- Infographics
- Podcasts & roundtables



Branding

Branded content builds your image and aims to portray your values in a way that helps the audience understand what you stand for.

- Thought leadership
- Feature-focused content
- Article series
- Short eLearning courses
- Sales Enablement
- Hands-on & tutorials
- Integration pieces



Education

Education is key to content B2D marketing strategies. It's at the core of effective content programs to engage technical audiences.

- Blog article series
- Documentation
- Short & long eLearning courses
- Glossary-style content
- Gamified content
- How-to's
- Enablement materials



Lead Generation

Content designed around the goal of lead gen aims to drive conversions and move the prospect down the funnel faster.

Whitepapers
Owned research
Reports
eBooks
Case studies
Thought leadership
Use cases & demos



Awareness

Building awareness happens through top of funnel content. Aim to proactively answer your prospect's questions.

ToFu blog articles
Podcasts
Owned or paid social media
Industry research
Short video
Overview content



SEO

Content designed around the goal of SEO is to organically boost your presence in search engines.

Keyword-focused pillar pages
Lists and statistics
Original research



Brand Reach

Content designed around the goal of expanding reach aims to expand your audience by leveraging borrowed audiences.

Syndicated content
3rd-party content sponsorships
Contributed articles
Co-marketing content
Events

Content to Support Goals by Business Stage

As your business grows, your content plan should evolve alongside. Let's look at some content types to support business growth throughout each stage.



Start-Ups

Build your foundations and your messaging to your ideal client. Focus on quality, technically sound content.

Glossary-style content
High-level industry-related articles
Whitepapers
Keyword-focused pillar pages
Basic documentation
Organic social media



Small to Mid-Size

Ramping up production: You have processes in place and are ready to scale at this stage.

Thought leadership
Feature-focused content
Article series
Short eLearning courses
Sales enablement
Hands-on & tutorials
Integration pieces



Enterprise

Investing in professional content partners will help develop a mature content program into a publication.

Content using owned data
Syndicated content
Case studies
User-generated content
Long eLearning courses
Advanced tutorials
Competitive comparisons



Content Strategy

Setting Goals

The Buyer's Journey

Topic Ideation & Mapping

Streamlining Production

Content Distribution



PART 2

THE BUYER'S JOURNEY

Know your audience and effectively map content to each touchpoint

By this point, you've documented your positioning and goals to provide a solid foundation for your developer marketing strategy to build on. Once you've researched your audience, the next step is to map the buyer journey for your personas.

While no buying journey is entirely (or at all!) linear, the ultimate goal is to be present at all of your persona's touchpoints to prevent them from dropping out of your sales cycle.

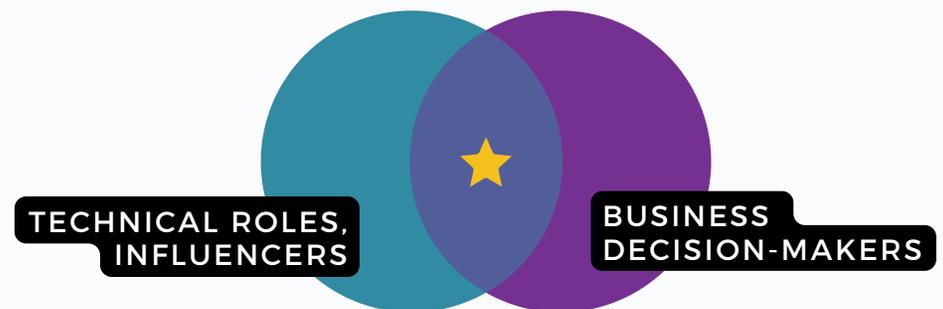
Buy-in groups

Typically, SaaS and tech teams have many stakeholders and steps when making purchasing decisions. There may be architecture reviews, security sign-offs, implementations, and so on. While there may be many hands in this process, we've seen that tech stack purchasing usually comes down to two roles or groups of roles that oversee different criteria.

Although there is overlap and developers have increasing purchasing power, there are two distinct buyer journeys:

- Technical roles, which act as builders and influencers.
- Business decision-makers, which align tech stack purchases against ROI and business criteria.

Successful purchases happen when content is carefully considered and mapped to each persona and their journey.



PART 2 - THE BUYER'S JOURNEY

Content for technical roles

If your product is good enough, developers will want to make a purchase happen and you can ask them what will help move the process forward. If your product isn't good enough, make it good enough first. Developers will often torpedo the purchase before the buyer has even heard of your product.

Publishing your developer-focused content first (and seeing the response and feedback you get) will help shape your subsequent buyer-focused content. This is important because your initial guesses about what content you'll need to impress buyers are often incorrect.

It can be useful to get developers into your funnel and then let them tell you what they need to convince their boss to sign off on a deal.



Content for business decision-maker roles

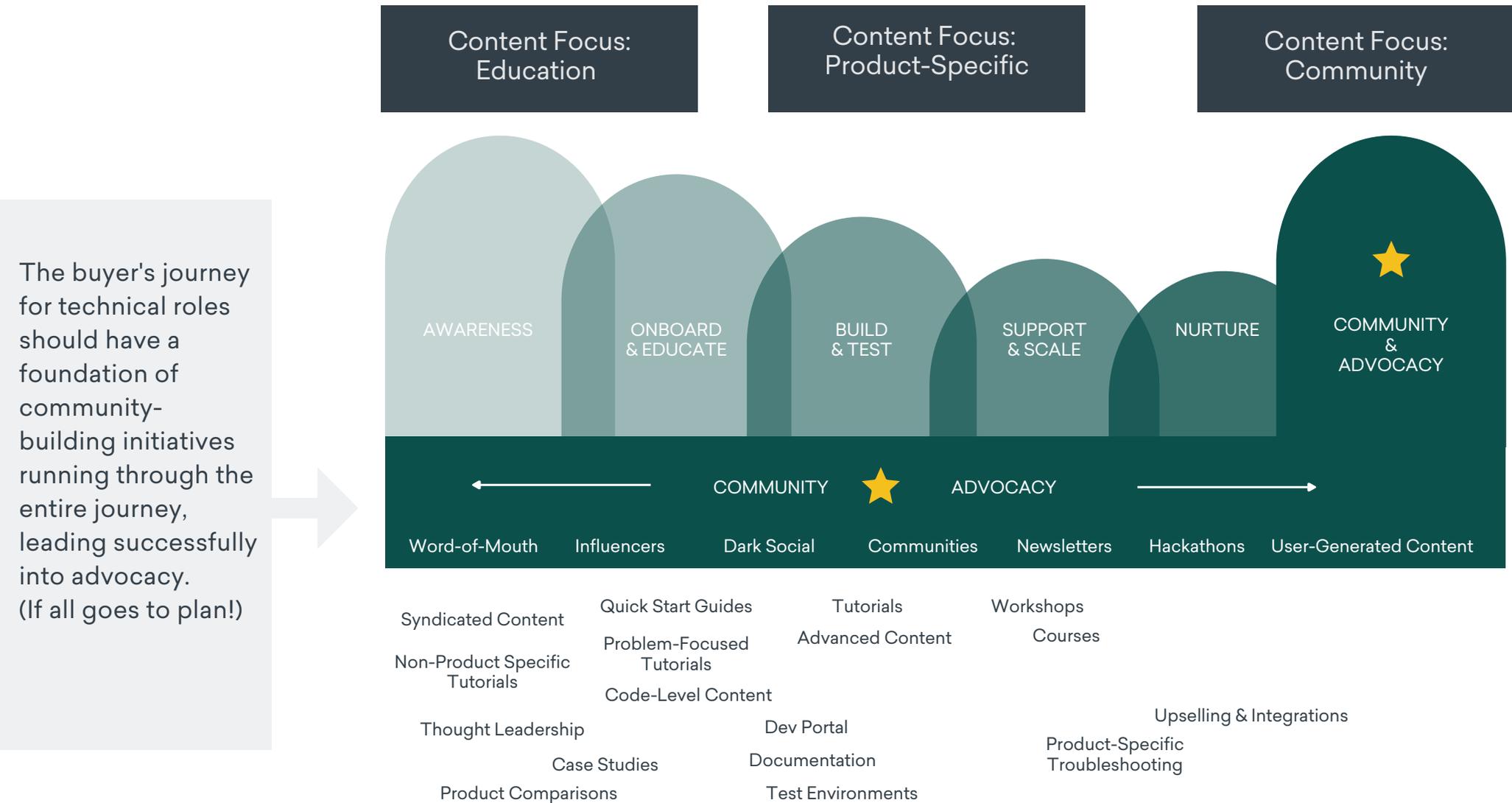
The business decision-makers are the people who make the high-ticket or enterprise-level purchasing decisions. They want to know that their investments will pay off.

The common trigger in this journey is when the influencer-developer sends them a link to a solution (hopefully yours!) and presents them with a case.

Because of this, the business decision-maker's journey starts out as both problem and solution aware in most cases.

Journey map for technical roles

How to map content to each touchpoint of this journey



The buyer's journey for technical roles should have a foundation of community-building initiatives running through the entire journey, leading successfully into advocacy. (If all goes to plan!)

Journey map for business decision-makers

How to map content to each touchpoint of this journey

A TYPICAL BUYER'S JOURNEY FOR THE BUSINESS DECISION-MAKER

- Awareness: The developer or technical teams come to them with a problem and a solution proposal.
- Research: At this stage, your job is to show the non-technical decision-maker why your solution is the best.
- Acquire: Here, the technical teams have made it easy to get started with the solution—the Influencer may have their foot in the door and have started using the product already. If teams are using the product already and need to adopt the full solution or scale at a higher price tag, the decision-maker would assist with the purchase here.
- Retain: When the company has been fully using and paying for your solution for a while, the decision-maker will likely check back in to see if there's any ROI (including a happy technical team!)





**Content
Strategy**

**Setting
Goals**

**The
Buyer's
Journey**

**Topic
Ideation
& Mapping**

**Streamlining
Production**

**Content
Distribution**



PART 3

TOPIC IDEATION & MAPPING

How to generate effective ideas consistently and put them to use

Now that you know where and when to meet your personas, let's start planning the nuts and bolts of how to create content for them. Start with a thorough audit of what you already have—everything from blog pieces to customer reviews.

Conducting a content audit helps to:

- Find areas to improve in or content gaps
- Remove or refresh low-performing pieces
- Figure out where to start when creating your new content strategy

7 TECHNIQUES FOR IDEA GENERATION



Seek Community Input

Hands down, the best way to understand what issues developers are struggling with is to ask them yourself. If you have a network of developers, ask their opinion on what types of content they would like to see, or what they are struggling with.



Keyword Research

While keyword research is crucial to SEO, it's also a great source to generate new content ideas. Using Google's auto-suggestions or the related search area does the work for you. You can also review the ranking results for your target query and create more useful or recent content than what is available.



Mining Documentation

Good documentation lays the groundwork for great content.

Look through your docs, find user questions, and create articles based on common challenges. You can also bring to life drier sections of the docs by turning this content into visually compelling, image-heavy articles or tutorials.

PART 3 - TOPIC IDEATION AND MAPPING



Review Competition

While you don't want to copy, it doesn't mean you shouldn't be aware of what competitors are up to. Other people in the space are looking at the same information that you are, but with a different perspective. The more angles you can consider on a subject, the easier it is to generate spin-off ideas.

Checking in with your competitors also gives you a chance to assess what you can do better. If you find an incomplete or sub-optimal solution or project, an improved and more useful piece of content would likely be very helpful to prospects.



Check Internal Tickets

Internal support tickets are a great way to see issues or questions that developers have with both the product and the tools related to it. These issues are likely to be reflected in the developer pool as a whole.

Taking note of your internal tickets is a great way to generate content and tutorial ideas.



Think Horizontally

With the continued specialization of developers, it's difficult to develop a highly technical piece that's going to be relevant to everyone. To get the most out of ideas, it's important to think about how they can be repackaged for different types of developers.

For instance, if a tutorial for using the product with a React application does well, then a similar tutorial for Vue will also have value. While that is a simple example, it can be applied to most areas.



Prioritize Quality

This strategy involves prioritizing quality over quantity. And sometimes, that means cutting content ideas that may miss the mark. Take an honest look at your list of ideas and ask the developers you have access to if they actually care about the topics you've listed.

Remember that it's better to focus on creating a fewer number of pieces that are of higher quality.



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PART 4

STREAMLINING PRODUCTION

A process helps you scale easier, be more consistent, and repeat successes

The foundations of streamlining production:

- Determine your brand's voice so all your content matches in tone, and create a style guide.
- Create a process for editing, approving, and publishing. Make sure to document your process so everyone involved understands who's responsible for what.
- Make a content calendar that includes milestone production dates and publishing dates.

CONTENT QUALITY IS KEY

Cultivate a roster of reliable, practitioner-writers to create consistently. This tends to be one of the hardest parts of production and sticking to a process in niche tech spaces—but it's crucial if you want to put out high-value content.

Since this is so hard to accomplish reliably, it's the reason why technical content creation services exist. If you don't have expert content creators to generate materials, even the most solid process is in vain.

**OUR #1 FAVORITE TIP
FOR CONSISTENCY:
USE A CONTENT BRIEF.**



PART 4 - STREAMLINING CONTENT PRODUCTION

Best practices for content briefs

Using a content brief can help you:

- ✓ Streamline your production process
- ✓ Reproduce and refine your strategies
- ✓ Maintain consistency between projects
- ✓ Enhance collaboration between different teams
- ✓ Minimize the need for costly content revisions by avoiding surprises or miscommunications
- ✓ Maintain transparent content expectations
- ✓ Move content faster between agencies, writers, and clients

Creating a content brief

STEP 1: MAKE OR USE A TEMPLATE

A template helps ensure everyone involved in writing or using the brief is on the same page. Your brief template will likely go through several iterations as you customize it to best suit your workflows.

To get you started, we've included a link to download a free brief template that has helped us manage thousands of client projects effectively.

STEP 2: DEFINE ROLES

Outline all the roles involved and everything they are responsible for. Some key roles you can include are strategists, writers, editors, SEO teams, etc.

STEP 3: WRITE YOUR BRIEF

There are common elements of a strong content brief. Here are a few to keep in mind.

- Include relevant basic information: What are your technical prerequisites? Does the author need to make any accounts, download anything, need any hardware, or have any prior knowledge?
- Indicate tone of voice, target audience, and goals: What's the "why" of your content?
- Set a structure: Outline how you want your content pieces to look as a whole. Include directions or points for an introduction, body, and conclusion.

PART 4 - STREAMLINING CONTENT PRODUCTION

- SEO considerations: Make sure to list some keywords you want the writer to incorporate.
- Resource list: You can also provide internal or external resources to get your writer started on the right track.

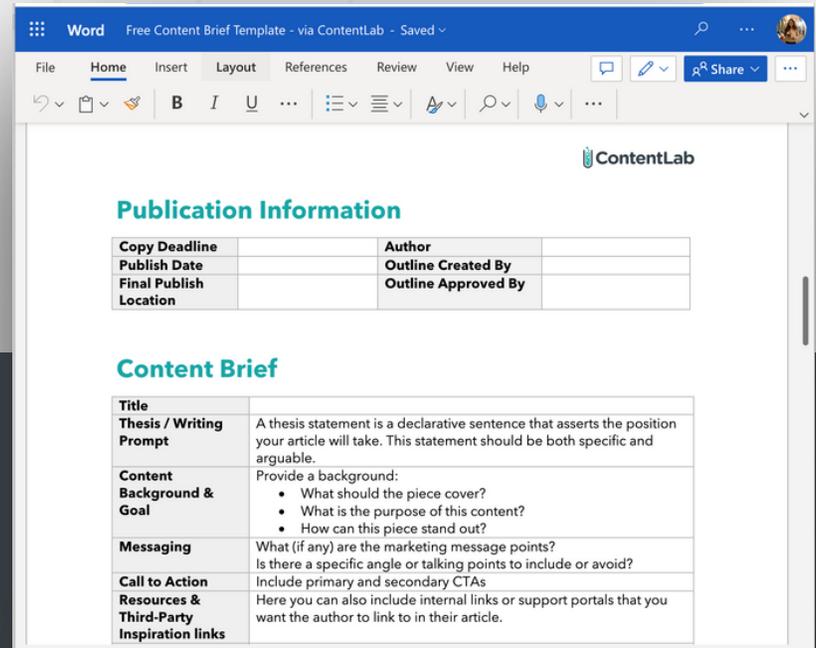
SPECIAL CONSIDERATIONS FOR TECHNICAL CONTENT BRIEFS

- If your target audience is a technical one, keep your final content relatable but to the point. Make sure to indicate this in your brief for your writers.
- If code is required, make sure to detail the format.
- Include links to any brand-specific style guides or formatting instructions for graphs and images that may need special handling. For example, screenshots may need to be anonymized.

Always keep improving

Don't stress about creating the perfect content brief the first go around, just keep an eye out for anything you can improve for the future.

Always make sure to ask for feedback on your template from all involved to continue improving and streamlining your internal processes and production.



The screenshot shows a Microsoft Word document with the following content:

Publication Information

Copy Deadline		Author	
Publish Date		Outline Created By	
Final Publish Location		Outline Approved By	

Content Brief

Title	
Thesis / Writing Prompt	A thesis statement is a declarative sentence that asserts the position your article will take. This statement should be both specific and arguable.
Content Background & Goal	Provide a background: <ul style="list-style-type: none"> • What should the piece cover? • What is the purpose of this content? • How can this piece stand out?
Messaging	What (if any) are the marketing message points? Is there a specific angle or talking points to include or avoid?
Call to Action	Include primary and secondary CTAs
Resources & Third-Party Inspiration links	Here you can also include internal links or support portals that you want the author to link to in their article.

Get our free content brief template:





Content Strategy

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PART 5

CONTENT DISTRIBUTION

How to get the most out of your content marketing investments

While content creation gets a lot of attention, content is only useful if it's consumed. A distribution strategy considered early in your production workflow helps leverage your investments in your content and informs where to focus your presence.

If you've struggled to get traction or engagement with your content, proper distribution can help you get results every time you hit publish.



Plan content creation and distribution together!
Build your distribution plan right into your content calendar.



Distribute strategically

Ask yourself:

- What channels does my audience use? Who do they trust?
- Where do you see the most return?
- What channels do your competitors use?

You will be continuously testing messaging and platforms. Remember, you don't have to be everywhere at once. Content distribution will vary greatly depending on your product and audience.



Create a foundation

A checklist is a handy tool to create a repeatable process, but go beyond listing publish locations and incorporate a holistic approach to your distribution checklist. Also include answers to these questions:

- Where will the content be distributed?
- When will it be published?
- What type or formats will be used?
- How do we measure effectiveness of the content?

PART 5 - CONTENT DISTRIBUTION



Create once, distribute forever.

Since you invested all this time and money into your content, the most worthwhile strategy is to leverage them as much as possible. Repurposing quality content is a great way to get your money's worth. Repurposing also helps you widen your net and gives you better chances to get in front of your target audience (in case they missed your content in one medium).

Once you've built your strategic distribution strategy, define your channel mix by mapping each media format to the ideal funnel stages. For example, owned content is great to nurture buyers further down the funnel, whereas paid channels may work best for top of funnel awareness content.

OWNED

- YOUR WEBSITE

- YOUR SOCIAL MEDIA PROFILES

- REPURPOSED CONTENT

- YOUR DEV COMMUNITY

- YOUR EMAIL DATABASE

- ON-PAGE SEO

- GATED CONTENT

EARNED & SHARED

- GUEST POSTING

- ADVOCACY & MENTIONS

- BACKLINK BUILDING

- ORGANIC SEARCH RANKINGS

- CO-MARKETING CAMPAIGNS

- EVENTS

- SYNDICATED CONTENT

PAID

- SPONSORED CONTENT

- SOCIAL MEDIA ADS

- PPC ADS

- PAID INFLUENCERS

- PAID SYNDICATION

- NATIVE ADVERTISING

- CONTENT DISCOVERY TOOLS

CREATE, ANALYZE, OPTIMIZE, & REPEAT.

Content marketing is a long game, and we're here for it.

Gone are the days when all you had to do was convince business leaders (who most likely never touched code in their lives) that your product could help their bottom line—now, you also need to bring content straight to the technical experts who will be using your products first hand.

From setting goals to topic mapping to distribution, we hope this guide has given you a headstart to refining your own content strategy.

And if you need a little help building out your content calendar or writing quality technical material, we're to help!





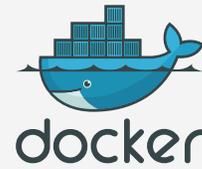
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Whether you need a little guidance or a lot, we'll meet you where you are with your technical content needs.

Would you like to discuss your technical content program with us?

Book a call



NIANTIC





ATTRACT, EDUCATE, AND ENGAGE YOUR AUDIENCE WITH TECHNICAL CONTENT **AT SCALE.**

Vetted & tested practitioner-writers in:

DevOps | Cloud | Web | Security | APIs | AI | Containers | Databases & More

Get Started

Contributors



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Marketing Specialist

After being hooked by the authenticity of developer marketing, Elisa left behind traditional B2B marketing approaches on a mission to help B2D professionals connect with and empower their audiences. You can catch her on [LinkedIn](#).



Peter White,
Technical Content Strategist

With 15 years of experience under his belt as a veteran full-stack software developer, Peter uses his real-world skill and experience to help build a dev-first solution that organically connects with the developer audience.