



Developer Relations Program Outsourcing Services

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Developer Relations Program Outsourcing

Is it time to put together a program to attract and retain developers for your platform?

Every successful platform has a community of developers that write apps for it, and the bigger the community the more important the platform is in the market. But creating and retaining a community is a job and an art in itself. You have to provide tools, technical information, SDKs, and open up APIs for development. You have to provide support and create a community website that encourages participation amongst your developers through forums, blogs, interactive profiles, contests and training events. And, you have to actively recruit developers to try your technology and join the community through targeted outreach programs using traditional and digital means. It's a lot to do when software development is not the focus of your business.

Place your Developer Relations Program in the hands of Developer Relations professionals

If you have a platform that you'd like developers to write to, then you can hire a team of people and an executive with experience in running a developer program, move them into your offices, supply them with a budget that includes overhead, taxes, insurance etc, and then wait six months to a year for a credible program to emerge. In the meantime your competitors may have passed you by in the market.

A better option is to outsource some or all of your developer program elements to Evans Data's Developer Relations Outsourcing Service. With over 12 years focused on developers and developer relations, Evans Data has more experience with and insight into Developer Relations programs than almost anyone else in the industry. We can put together a full program that works for you or just take over some of the elements – whichever fits your needs best

Some of the more popular Developer Relations Outsourcing Service offerings are:

Platform positioning that explains your company, your platform, and the reasons why developers should adopt your technology

A managed, branded web presence with moderated forums, blogs, RSS feeds and other elements to create a closely knit community with dedicated personnel to spur participation

A checklist of needed tools and technical help including specification for APIs, SDK, other development tools, coordination with your technical staff in distribution and implementation and updates

A full service marketing outreach campaign to recruit developers using the most effective digital, social and traditional methods

Call 800-831-3080 now to arrange for a full consultation with one of our Developer Relations outsourcing professionals. We'll discuss with you in-depth what options we can offer to provide you with the cost effective and professional developer program that will help your platform become the most widely used in your industry.