“Am I in the right room?”

Which tech talent are we talking about?

Who’s doing the marketing?
Do you do any of the following in the tech industry?

- code
- ops / devops
- sysadmin
- support
- training
- evangelism
- documentation
- community management
- technical marketing
- product management
- project management
- leadership

Then you have technical talent, and I’m talking to you.
A Brief History of Technology Marketing
Transform Your PC With The INTERACTIVE UNIX System.

Unleash the 32-bit power in your PC with the INTERACTIVE UNIX System from SunSoft. Charge through applications at record speeds. Use real-world multitasking and networking. Get on the path to a distributed computing future.

Just Say No To SCO.

Why? The INTERACTIVE UNIX System is easy to use, simple to administer, all at a great price.

Open Systems Today™ says the INTERACTIVE UNIX "system management is easier to use and more comprehensive" than SCO and "is simply a masterpiece of good design."

Looking Glass Professional™ desktop manager makes the INTERACTIVE UNIX System easy enough for novices, yet powerful enough for experienced UNIX users. And the award-winning Easy Windows makes setting up graphic environments infinitely simpler. You can't afford not to take advantage of the already low cost of the INTERACTIVE UNIX System.

And SCOUNIX/XENIX™ users can save an additional 30% by switching to the INTERACTIVE UNIX System today. That's something to say yes to.

So Powerful It Can't Be A PC.

Everything You Like About Your PC—And A Lot More.

INTERACTIVE UNIX System V/386 Release 3.2 supports hundreds of the most popular Intel-based platforms and peripherals. So getting started is fast, easy, and cost-effective. Thousands of UNIX and Xenix applications are at your command. And our VP/In package runs virtually all DOS software.

You get Lotus, WordPerfect, and Oracle. You get SCO applications. You get it all.

See What Developers.

The INTERACTIVE UNIX System is the environment of choice for 8086 application development. You get access to a full range of development tools including compilers, debuggers and libraries. And for graphical applications, the UNIX environment is a revelation.

Partner With Power.

The INTERACTIVE UNIX System is a powerful business partner for companies who know something about power. Companies like IBM, Goodyear, Leica, and Dunlop to name a few. That power can be yours, too. All from SunSoft, the leading supplier of 32-bit UNIX system software.

Call today and save 50% on UNIX power that's so cost-effective, it can't be anything but a PC. 1-800-227-9227.
All marketing was a one-way street

Companies had the power to communicate out to customers, because they could afford to pay for mass media: print, TV, radio.

Customers could not communicate back, except by making a phone call or writing a letter.
Technology was produced by companies

The developers who actually made software and hardware were anonymous drones working behind the scenes.
Then we all got run over by...

“The Cluetrain Manifesto, 1999

“A powerful global conversation has begun... markets are getting smarter — and getting smarter faster than most companies...”

The Cluetrain Manifesto, 1999
15 years on...

“The new century… has ushered in profound and permanent shifts in the relationship between developer and employer. … With the cost of development down by an order of magnitude or more, the throttle on developer creativity has been removed, setting the stage for a Cambrian explosion of projects.

Four major disruptions drove this shift: open source, the cloud, the Internet, and seed-stage financing.”

Stephen O’Grady The New Kingmakers
O’Reilly, 2013
Companies now must talk *with* techies, not at them

Better yet, let techies talk directly with techies, and get out of the way.
Through all these changes, we techies have tended to leave marketing up to the marketing department (sometimes because we’re told that marketing has to “control the message”).

In many tech companies, geeks and marketers neither understand nor appreciate each others’ work.
Meanwhile, in Hollywood
The Hollywood Model for Tech
But…

There’s no IMDB or talent agents for geeks
You are responsible for your career
How to Market Your Tech Talent
What exactly are you trying to do?

- Establish a reputation for yourself, independent of your employer, for the great work you’re already doing
- Motivate yourself to be still more awesome
- Help your company:
  - by providing specific information about your product/project
  - by showing that awesomeness thrives at your company
Platforms / Media

- Blogs
- Video
- Screencasts / webinars
- Conferences
- Meetups
- Open source
- Communities

Publications:
- Tech media
- Scientific journals
- Books
- Twitter
- White papers
Blogging is ideal for talking about technology: text is still the best format for sharing code and screen output.

- Text is highly searchable and keyword-rich.
- It’s easy to manage your own blog – you should have your own, as well as contributing to any blogs that your current employer offers.
Video

- A great way to deliver a lot of information quickly
- Easier than you think: beginningwithi.com/2010/03/09/the-videoblogging-manual/
- Does not have to be studio quality
PLEASE do video instead, if at all possible.
Public Speaking

- Internal: team meetings, company brown bags
- Local meet ups
- Regional conferences (some of which, e.g. SCaLE, are as big as many national ones)
- National and international conferences
Open Source

Your repo is (part of) your resumé
Communities

Being an active member of a relevant community should be part of everyone’s job
Systems Performance

Enterprise and the Cloud

Brendan Gregg

Communications of the ACM

Turing's Titanic Machine?
The Netmap Framework
A Study of Cyberattacks
What is an Algorithm?
Training Users vs. Training Soldiers
Gaining Wisdom from Crowds
Next-Generation GPS Navigation
Twitter

- Not good for complex conversations

- Great for:
  - Building and maintaining relationships
  - Steering people to content (yours or others’): content curation is a valuable service
Some general guidelines for creating great content
Tone

- be honest
- be open
- be precise
- be authentic

In other words: be yourself
Do at least the basics to be respectful to your audience

- Spell check
- Good grammar
“But I don’t have any ideas!”

You may already have created great content that you can adapt and repurpose. Look in:

- bug databases
- mail threads
- source code comments
- any question you’ve had to answer three times
Why is this good for your company?

- Technology needs marketing, and good technical content is the best form of technology marketing
- You will likely produce better tech content than the marketing department
- You can help attract other great people to work with you
Tech Days 2010
A Worldwide Developer Conference
March 24-25, 2010
HICC, Hyderabad

MEET THE FATHER OF JAVA - DR. JAMES GOSLING.
Enrich your skills. It’s your bigger world.

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Exploring Asia and beyond - a resolution worth keeping
All - in return Fares in INR from*

19,055
Singapore

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Hong Kong

25,555
Phuket/
Chiang Mai

52,222
Los Angeles /
San Francisco

30,600
Jakarta/
Denpasar

33,222
Shanghai /
Beijing
Content Questions & Caveats

- What should you NOT say in public? The old Sun Blogging Guidelines are good common sense:

- What belongs to you, what to your employer?
  - Your content is valuable intellectual property – make sure you protect your rights in it with exclusions in your employment contracts.
Things You Can Do Right Now

- If you don’t already have a public presence of your own (Twitter, blog, etc.) – create it now.
- Look at any technical content you may have already created, eg bug reports and emails – can it be made public?
- Does your company have a blog (or multiple blogs)? Find out how to contribute. Or help get one started.
- If your company has strict controls over who gets to talk to the public and how, start trying to change that.
- Get started on your public speaking career.
Thank You

@deirdres
beginningwithi.com
The marketing version of this talk (as delivered at Monktoberfest 2013):
http://www.beginningwithi.com/2013/10/19/video-marketing-your-tech-talent/
Media Efficiency

How long it takes to create:

- Informal talk (on video): 0.5 – 1 hour
- Blog post: 1 – 10 hours
- Formal presentation: 3 – 10 hours
- Published article: 3 – 30+ hours
- Whitepaper: 5 – 50+ hours
- Book: 2000 hours