



# DevOps PR Strategy

**A Practical PR Guide for  
DevOps Marketing Professionals**



**SWYFT**



## Note to Reader:

If you are reading this, it's probably because you support the marketing function for a software company and may not know whether PR can boost your go-to-market strategy.

Regardless of your background, the sheer size and growth rate of the DevOps market argue for a multifaceted marketing strategy to gain market share. The numbers speak for themselves:

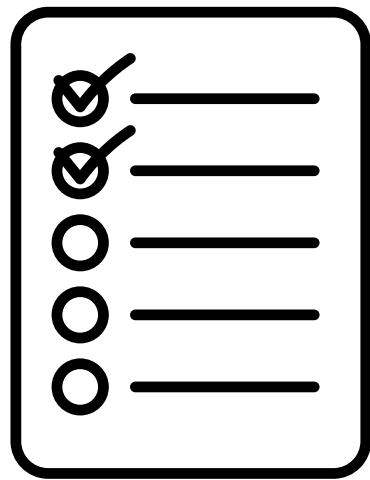
- **The 2023 DevOps market reached \$10.4 billion.**
- **The 2028 DevOps market is expected to reach \$25.5 billion.**
- **There are as many as 30,000 SaaS companies worldwide with a reported 77% of organizations having adopted DevOps.**

Regardless of whether you work for a SaaS provider or a custom software developer, the effective use of PR will elevate your company's brand, attract motivated prospects, and establish your company and its executives as thought leaders in the DevOps space.

By the way, if the thought of launching a PR initiative at your tech company seems overwhelming, Swyft can take that off your plate. Simply click [\*\*HERE\*\*](#) to schedule a call for a free consultation.

Dave Manzer, Founder ([LinkedIn](#))





## PLANNING A PR STRATEGY: START SMALL, DREAM BIG

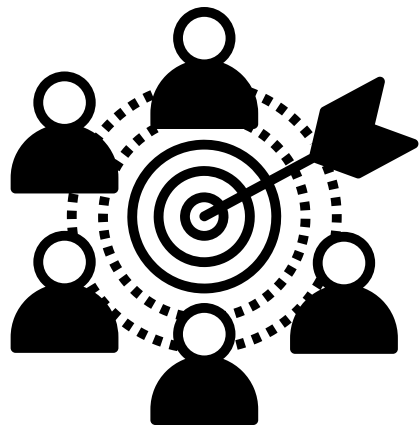
Whether partnering with an agency or kickstarting your PR efforts internally, creating a PR strategy will enable your company to plan the needed steps toward success.

A lot goes into the making of a PR strategy planning document, but Swyft recommends starting with the basics first. Better to have a minimum viable planning tool that can flex to meet your known, and unknown, communications needs rather than get locked into a fixed plan. So much of a PR plan evolves as the company evolves, whether due to a changing product roadmap or unforeseen management changes.

The highlights of your plan should include product launches and extensions, planned geographic growth, future trade show attendance, thought leadership, hiring plans, and estimated PR costs.

It's a good idea to create a 'living' document to organize the PR strategy so that it can be reviewed and approved by execs, and serve as a blueprint for your ongoing tactical PR activities. For more on how to create a PR plan, this [article](#) spells out the process in more detail.





## UNDERSTAND YOUR AUDIENCES: JOURNALISTS AND BUYERS

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The foundation of a DevOps PR strategy starts with understanding who you are reaching out to. When pitching to journalists working in the DevOps and software development verticals, do some research to better understand what they have covered in the past. Does it pertain to what your company offers, or is it far afield from your knowledge and experience? Make sure what your company does and the products and solutions you offer are aligned with what the journalist typically writes about. If not, you risk wasting your time and, worse yet, annoying a journalist with irrelevant pitches. Better to find and pitch fewer journalists than to pitch 50 who could care less about your email pitches.

Do your best to figure out ways to highlight the relevance of your solution within current tech trends, such as DevSecOps, CI/CD, cloud-native development, or AI's impact on DevOps. Tailor your message to the specific interests of the publication or reporter you're targeting, making it clear why your news is essential to their readers, some of whom make up your buying audience.





## **CRAFT A STRONG NARRATIVE: WHAT'S YOUR STORY?**



Journalists are often won over by stories with a strong narrative. If you're in a DevOps startup, write the origin story about your founder(s) and what prompted them to embark on the challenging startup journey. Regardless of startup status, your narrative should position your company's journey within a broader industry context. For instance, how did your team's experience in tackling complex DevOps challenges inspire your product or approach to custom software development?

Whether you're addressing gaps in the market or innovating in response to emerging tech demands, weaving a compelling story that adds color to the technical specs of a pitch could be the difference between an email getting read versus relegated to the trash.





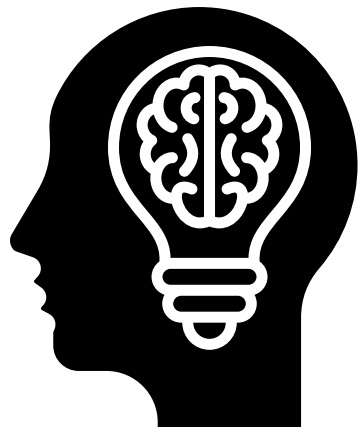
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## LEVERAGE DATA AND SURVEYS: NUMBERS ADD UP

Journalists appreciate hard evidence, especially in the form of numbers. It's no exaggeration to say that journalists will salivate if they receive hard numbers buttressing your pitch about trends impacting DevOps in new ways, such as the extent of AI adoption among DevOps teams.

You can follow the lead of [Gearset, a Salesforce DevOps platform provider](#), and run a survey of DevOps professionals / customers to figure out key industry trends impacting the Salesforce DevOps ecosystem at large. It's an annual report that gets news [coverage](#) because of the story it's able to tell with hard survey numbers. You just need to make sure that your survey population is large enough to be statistically representative, which is typically north of 500 respondents. A survey with over 1,000 respondents is preferable. At the end of the day, tangible proof will make your pitch more convincing and newsworthy.



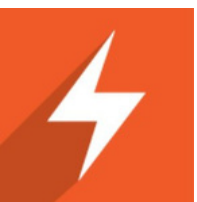


## THOUGHT LEADERSHIP: LET YOUR EXPERTS SHINE

There's no better way to create a robust content machine for your DevOps company than to tap into the knowledge of your leadership team. Start by mapping out the media outlets that align best with their professional background. Some industry pubs like DevOps.com and InformationWeek welcome contributed content. Don't overlook sponsored content opportunities like the Forbes Technology Council, which costs in the neighborhood of \$2,800/year but guarantees 10 articles for a company exec, usually a founder or CTO.

Be sure to come up with a list of broad categories for which your experts can create numerous insightful articles: AI, CloudOps, CI/CD, training and career development, DevSecOps, GitOps, etc.

Developing a consistent thought leadership PR strategy will expand your company's brand awareness, provide shareable content to customers and prospects alike, and build the perception of market leadership in the DevOps niche in which you operate.







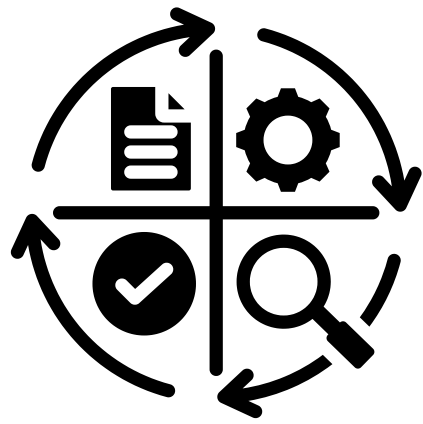
## TREND HACKING: OFFER EXPERT QUOTES

One way to gain an edge on the DevOps competition is to develop relationships with key journalists covering DevOps, offering timely quotes from your execs about any breaking trends. Also, seek out seasonal articles that certain news outlets post, with quotes from industry experts. These kinds of articles cherry pick points-of-view from leading software experts to give their readers a 12-month look ahead, and occasionally a reflection on the past.

To be successful in the expert quote game, make sure you maintain a list of your key execs and subject matter experts and the topics they prefer to talk about. Be sure to set expectations with your internal quote sources. Not every quote gets picked up by the media, so they should never assume it will get published, then take it personally if it doesn't pan out. Also, they need to be prepared to provide a quote on short notice, so they should be willing to drop what they are doing to spend 15 minutes on coming up with a great sound bite. After all, if there's a chance for the company to get into InformationWeek, the expert needs to treat it as a company branding priority.







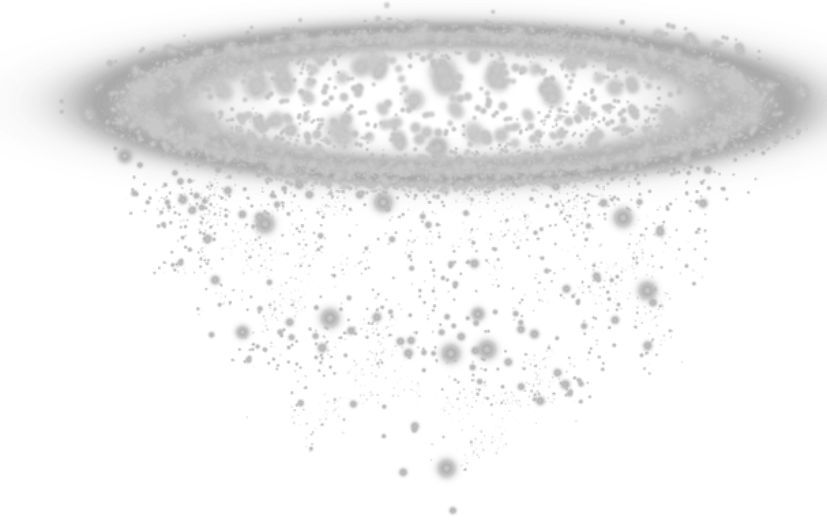
## PROVIDE A CALL TO ACTION: **FINISH STRONG**

**FINISH STRONG**

It's always a good idea to finish your media pitch with a clear and concise call to action. If you are launching a new product or introducing a product extension, include that in the final paragraph with a link to a product sheet and one to a demo. Attending a trade show? Invite a journalist to grab coffee at your booth and have a one-on-one chat with an appropriate executive to better explain the your offerings and provide some additional quotes.

When sharing a press release, it's never a bad idea to offer access to additional information about product and services, as well as your company, by providing a link to a press page where the journalist can download headshots of key spokespersons, an image of the company logo and/or product brand, and detailed case studies. In short, make it easy for the journalist to come up with an article about your company and its newest DevOps innovations.





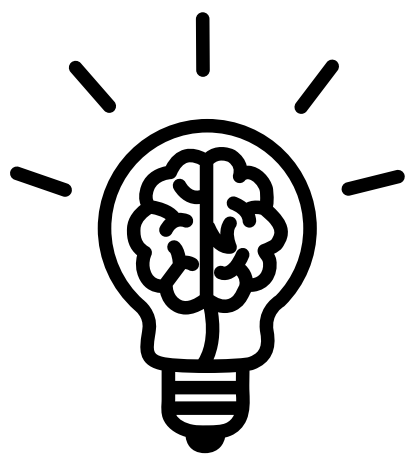
## MEASURING ROI: PR'S HALO EFFECT

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Marketing leaders in DevOps companies want to know the ROI of their marketing spend, and to some extent, this is knowable, if not measurable. What's not always well known is that where a given lead comes from (i.e., lead attribution). The true source is often several steps removed from how you think the lead found you.

PR excels at adding to the 'halo effect' of a brand, as well as amplifying the impact of marketing campaigns. Well-placed articles about your DevOps company will drive results: foot traffic to trade show booths, traffic to websites following a product launch announcements, SEO goodness from backlinks at news outlets. Just understand that the direct link between PR and an opt-in marketing asset often comes under the guise of a final-mile click such as a Google ad, or a LinkedIn post, or from the prospect's own research habits. The key is to work with your PR resource to make your efforts as measurable as possible (read more at this [past article](#)): UTM codes on press releases, reviewing inbound traffic trends from contributed articles, etc. Only then will you begin to comprehend the impact PR can have on your sales funnel and bottom-line.





## FINAL THOUGHTS: PR BOOSTS MARKETING

For DevOps marketers, executing effective PR strategy is a vital piece of a broader marketing strategy. By understanding what journalists want, crafting compelling narratives, and backing up your claims with reliable data, you can secure media coverage that elevates your brand and drives growth.

Committing to a PR strategy involves preparing the executive team, setting aside budget, and deciding whether to run the program internally or hire an agency. If it's the later, it's wise to have a marketing team member devote a portion of their time to liaising with a PR agency.

The key is to build a strategy that includes realistic goals and objectives, status reviews on a periodic basis, and continuously adjusted tactics that meet the dynamic news media landscape.

Need some PR advice for your DevOps company? **Fill out our [Swyft contact page](#) and let's talk!**

