



Marketing at Stack Overflow

March 26, 2016



Hello

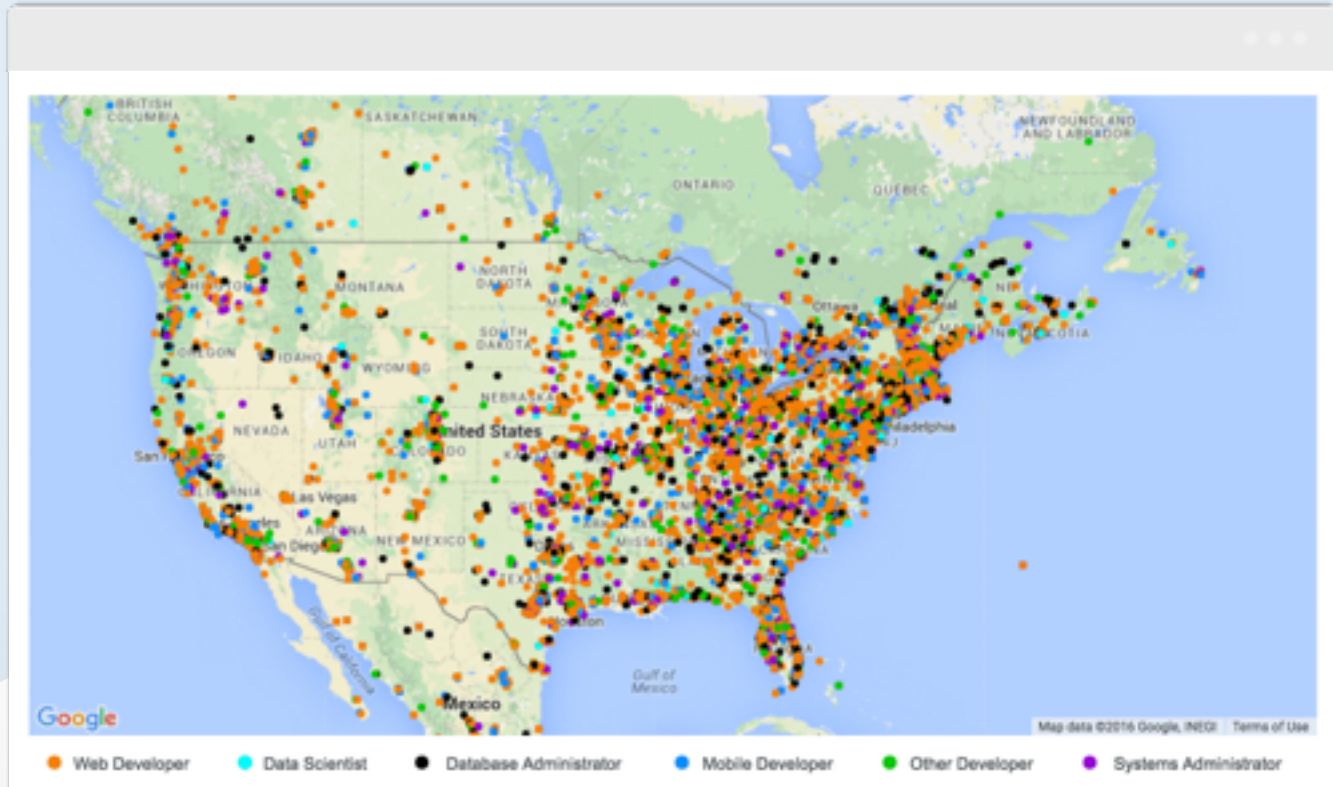


Alexa Scordato
Director of Marketing



Map of Developers Viewing Stack Overflow

Dots represent 1/3 of actual hits



What is Stack Overflow?



All the world's
developers



All the programming
knowledge



Stack Overflow

By The Numbers



45 Million

Monthly Visitors to Stack Overflow



7 Visits

Per User, Each Month



6 Minutes

Average Time Per Visit



By The Numbers



11,096,637

Questions



18,065,986

Answers



156,482,858

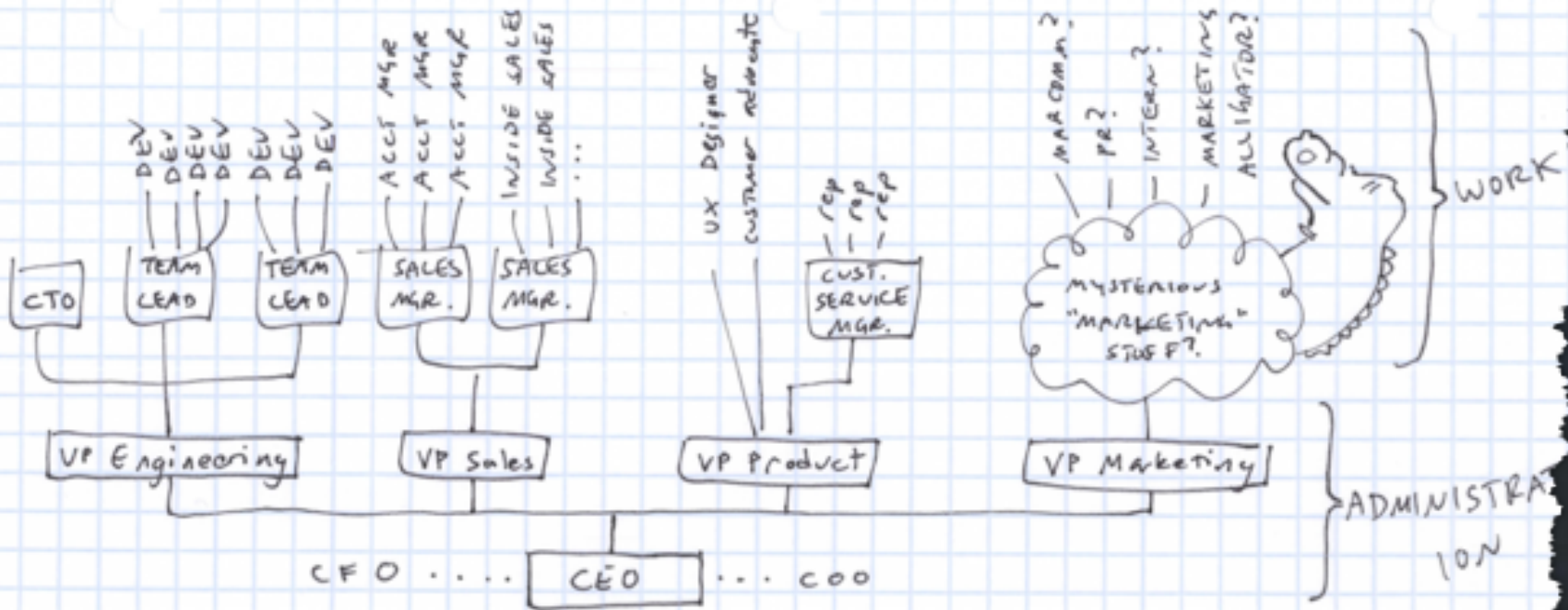
Votes, Edits, Comments





7,522,902,979

times a developer found a solution on Stack Overflow



StackExchange 

 stackoverflow

Marketing Stack

The Operating System



Bloomberg the Company & Products | Bloomberg Appstore (iOS)

Bloomberg Businessweek | New Reading: Apple's Biggest Breakthrough That Almost No One Knows

Apple's Biggest Breakthrough That Almost No One Knows About

Swift, the new computer language introduced by Apple a year ago, has already won over legions of coders

by Andrea Brantley
from Bloomberg Businessweek

ERE Recruiting Intelligence

What Software Developers Want From A Recruiter Contact And A Job Interview

By Rachel Kelsey | May 19, 2015 | 600

Don't call me.

I mean -- you can email me. Just don't call me.

That's what quite a few software developers say, at least.

Stack Overflow Careers recently released our [Developer Hiring Landscape](#), a report that incorporates the opinions of 28,000 developers in over 130 countries.

These survey results focus on how recruiters and employers can effectively contact, interview, and retain developer talent.

65 percent of developers said email is a "great" way to hear about new job opportunities. Apparently the phone's not so great. 44 percent say of developers they "hate" to be contacted this way. 32 percent feel the same hate about being contacted via Facebook.



GRÜNDERSZENE

Magazin Datenbank Lexikon Jobbörse Branchen-Verzeichnis Seminare Ev
Gründungs-Ratgeber | Artikel zum Hören | tools | Upwork | felix1.de | O2 | Salesforce | KPMG |

KARRIERE | ZURÜCK ZUR ÜBERSICHT

Gründerszene.de > Panorama > Kultur > Unterbezahlt und männlich – deutsche Softwareentwickler im weltweiten Vergleich

Studie

Unterbezahlt und männlich – deutsche Softwareentwickler im weltweiten Vergleich

Kim Richters am 20. Mai 2015 | 7 K

TECH CITY NEWS NEWS EVENTS VIDEO SUBSCRIBE OFFICE SPACE

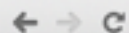
UK developers among the best compensated in the world

by Andy Rowley
Thursday 14th July, 2015

UK developers are among the best paid and highly skilled coders in the world, new research from [Stack Overflow Careers](#) has found.

The research revealed that London's booming tech scene,

Stack Overflow Careers



All the World's Developers. All the Tools You Need to Reach Them.

With Stack Overflow Business solutions, you can engage developers with tools that were built by people who are obsessed with serving them.

Stack Overflow Developer Insights

Data, Consulting, Analysis

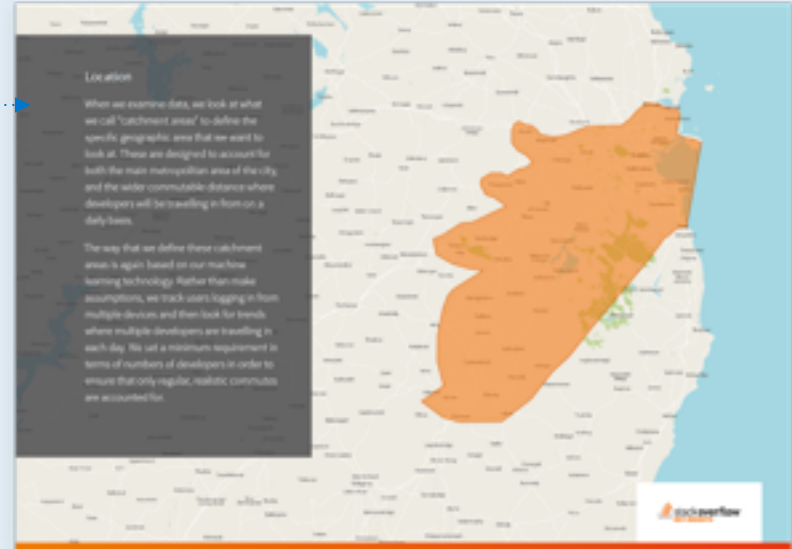
Actionable

Get exactly the data you need for making your decision



Customized

Cut and examine the global developer pool however you need



Stack Overflow Talent

A full suite of branding & recruiting tools

Job Listings

Show off your open roles to the developers you want to hire



Employer Pages

Describe who you are and show it off with rich content



Employer Branding Ads

Promote your work and company to developers



Stack Overflow Ads & Engagement

Connect With The Global Pool of Developers





PLATFORM

CUSTOMERS

BLOG

ABOUT US

RESOURCES

LOGIN

REQUEST A DEMO



Platform

Browse through our customized solutions for your tech hiring needs



Understand

We'll help you understand developers and the industry they work in

- > Recruiting Guides



Build

Nail your employer branding and messaging to resonate with developers

- > Company Pages



Source

Find technical talent with a combination of our tools

- > Candidate Search
- > Job Listings
- > Company Page Ads



Manage

From start to finish, we'll help you manage your hiring process

- > Customer Support

Schedule a 15 minute call

First Name

Email

Phone Number

REQUEST A CALL

How to Brand Your Company to Developers



An Employer Branding Guide: How to Reach and Attract the Tech Talent You Need

How do I know what my employer brand is?



Take a look at your current company website and social media profiles.

Frame the Email
This shows that you did your research. It's an easy win. If it makes more sense to mention the why they work in, you can alternatively do that.

Why a Project
Candidates often make their work, including those projects, available online for consumption. By the time to not only view their work, but also the impact it has, is helpful. This shows you took the time to qualify them as a candidate for a specific position.

How Skills Apply
Give the candidates an idea of the skillset you're looking for. By including something you're proud of and interested in, you catch attention.

Specific Examples
List to highlight specific examples of the work actual projects the candidate will work on and just focusing on the basic responsibilities or the related skills you're looking for. Tech candidates like to know what to expect, so provide them with a few examples in this section.

Transparent
Along your full name and contact information so that you are not only a real person, but that you're open to communication. Include your company's name and your phone number at the least - social media profile links or a link to an article on your company are great as well.

Hi **Name**,

I noticed you're doing some really interesting work over at **current company or industry they work in**. Specifically, I'm impressed by **describe a project of theirs here**. **Company name** is looking to bring someone onto their team who can name a **specific skill set or duty** and describe a **specific impact** the role has.

This specific role will consist of working on **name a few specific examples of what they'll be working on**.

I'd love to set up a time to have you speak with our **Tech Hiring Manager/VP of Technology/CFO** to further discuss the role and answer any questions you have. Please let me know if you're open to having a quick chat with **name**.

Best,
Your name
Your contact info

Personalize it
Address your e-mail greeting with the candidate's name and double-check to make sure you've spelled it correctly. Never address a recruiting e-mail without making it personal - this means no "Dear Sir," "Hello Candidate" or any other generic, key example.

Research the Company
Unless you tell the candidate what company has the open position, the opportunity won't seem as compelling or legitimate. Avoid vague references such as a "large tech company" or a "fortune 500 in NYC", since those don't help either. If the company cares enough about hiring the right talent, they will be open to providing their name.

What's the Impact?
Tech candidates don't want to read an email listing the requirements for the job - they want to know that the work they are doing has an actual impact. Use this section to provide them with the motivation needed to take the next step in the recruitment process.

Introduce the Team
Technical candidates don't want to spend all their time speaking with recruiters, so giving them the opportunity to speak with someone in the technology department will pique their interest and show that you value their time. Giving them the option for a chat puts the ball in their court, opposed to many recruiters who ask for resumes or expect the e-mail with a job application file. You don't want to push the job on them, you want to just create a healthy conversation that could in time lead to an interview.

Provide a Contact
If possible, give them a name of the person they'd be speaking with. This allows them to look them up online. Candidates want a good idea of who they will be speaking with, and showing out their social media profiles or blogs can give them a feel for what it's like to work with them.

ARE YOU LOOKING TO RECRUIT TECH TALENT?

Get a demo of our products

powered by the experts at iCrewNew.com

First Month

- Have weekly one-on-one meetings to get feedback, discuss projects, and answer any questions.
- Identify goals and commit to a learning/training plan for future projects as needed.
- Have them attend external or internal workshops or boot camps to learn new skills.

- Ask them what's working well and what isn't about your onboarding process. Tell them they are valuable and make sure that they feel comfortable and secure spending their mind about the experience.





Need help finding developers and other technical talent?

Talk to an expert

iCrewNew.com



London Tech Week

TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
 <p data-bbox="67 748 305 780">120 Junior Devs</p>	 <p data-bbox="517 748 840 819">70 Recruiters & Hiring Managers</p>	 <p data-bbox="969 748 1309 819">Expo hall attendees at London Tech Week HQ</p>	 <p data-bbox="1423 748 1738 819">350 recruiters, hiring managers, and SAMs</p>
<hr/>			







Thanks!



alexa@stackoverflow.com

@alexa on Twitter