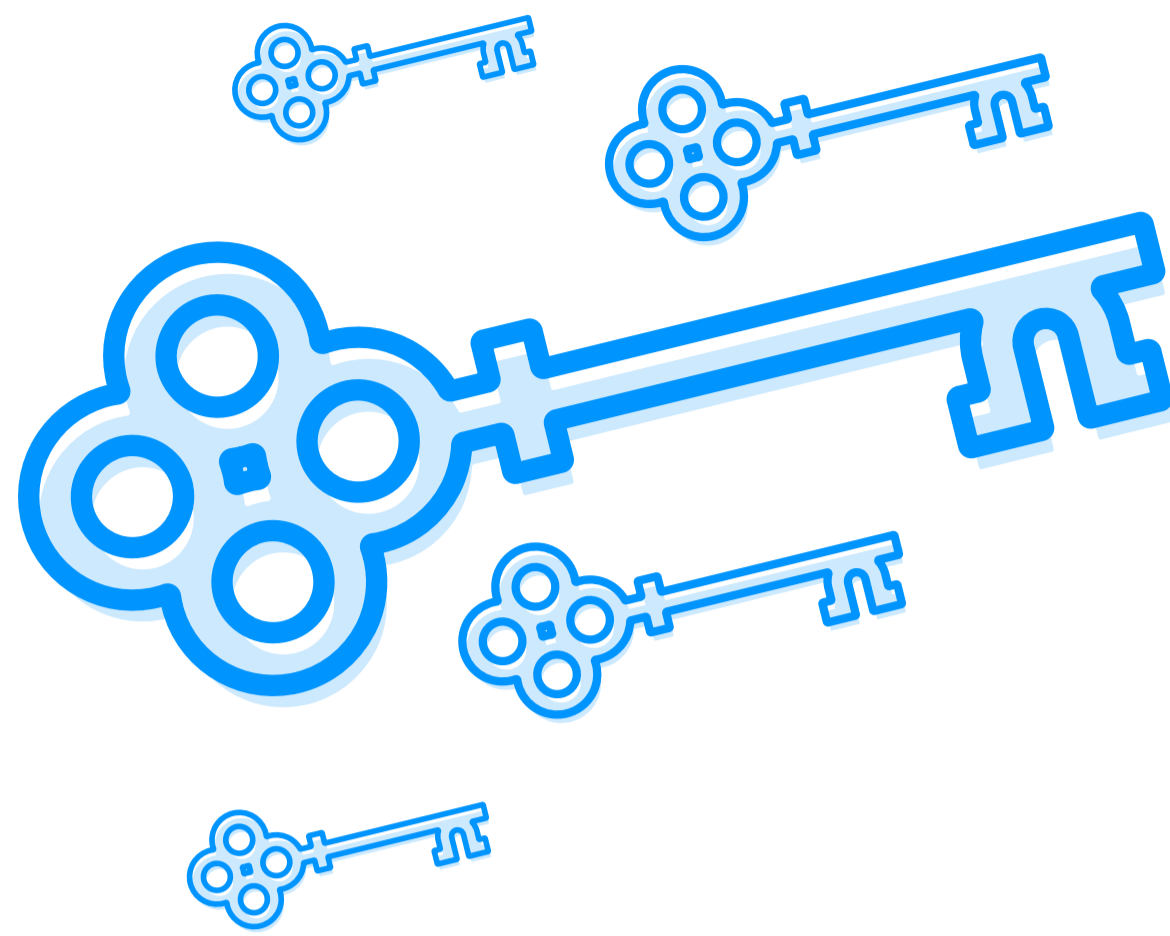


5 Keys to Creating Ads for Developers

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A How-to Guide for B2B Marketers



Introduction

Your company offers an incredible service for software developers, and your job is to showcase it to them. But programmers can be a challenging and unique audience for advertisers. If you're not careful in your approach to ad copy and design, you'll likely be disappointed in the outcomes of your developer marketing campaigns.

So what are the subtle differences between compelling developer marketing and tactics that fall flat? How is marketing to developers really different than advertising to anyone else? What do you need to do to grab a programmer's attention? The answers to all of those questions are much more straightforward than you might have thought—and we created this guide to help answer them for you.

Here are five keys to creating online ads that resonate with developers.

1.

Speak in their language

Whatever you do, do not use buzzwords or marketing fluff. In many cases, just calling out the specific technology that you're targeting is incredibly powerful.

For example, if you're marketing an iOS platform that's geared towards programmers of all ages, mention the phrases "iOS" and "all skill levels" directly in your copy. When there's a correlation between ad copy and your target audience, you can expect much stronger campaign performance.



Good Example

"Apps4All: The Easiest Way to Create, Design, and Launch an iOS app."



Bad Example

"Bring your rockstar coding skills to our brand new state-of-the-art platform for the most sophisticated iPhone users!"

2.

Be honest and straightforward

Developers often feel misled by dishonest advertising campaigns. In some cases, advertisers promise much more value upfront than their platform actually provides.

In others, they can't find a thorough breakdown of a product's features before signing up for a product trial. To get their attention, be as sincere as possible in your ad copy—and outline all of the facts on your landing page.



Good Example

"Build more secure Android apps. Sign Up for Free."



Bad Example

"Want to build better Android apps? Our platform enables you to launch them in mere minutes!"

3.

Include clear and focused calls-to-action

Developers are drawn to ads that have a purpose beyond selling or generating signups. When developers look at online advertisements, they want to know exactly where it will take them, what they'll learn, and what's in it for them before they click.

Use this formula to get started: Relevant question + short sentence about your platform + Try Now.



Good Example

“Still developing Android apps the hard way? Integrate your backend payment processing systems on one platform. Try Now.”



Bad Example

“Android apps giving you trouble? Learn why they shouldn't, how to make yours run smoothly, and how to get more downloads.”

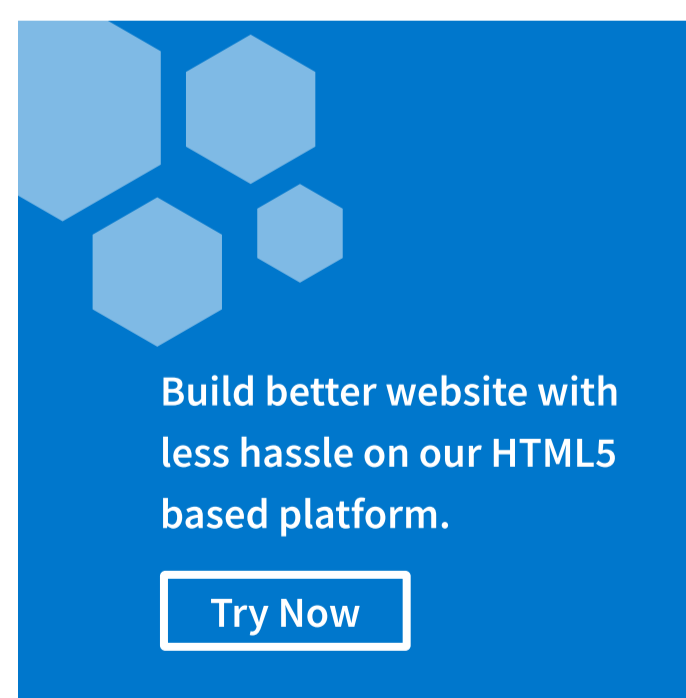
4.

Stick to static

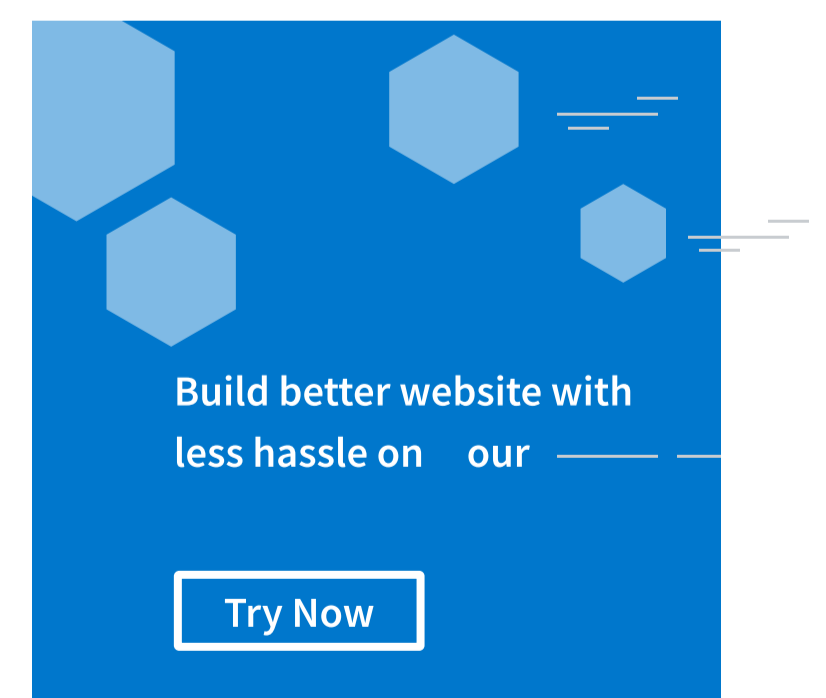
Fancy animations and GIFs might be tempting, but developers find them annoying and distracting. Even when the copy is right on the money, developers are likely to ignore ads that make it more difficult for them to do their jobs.



Good Example



Bad Example



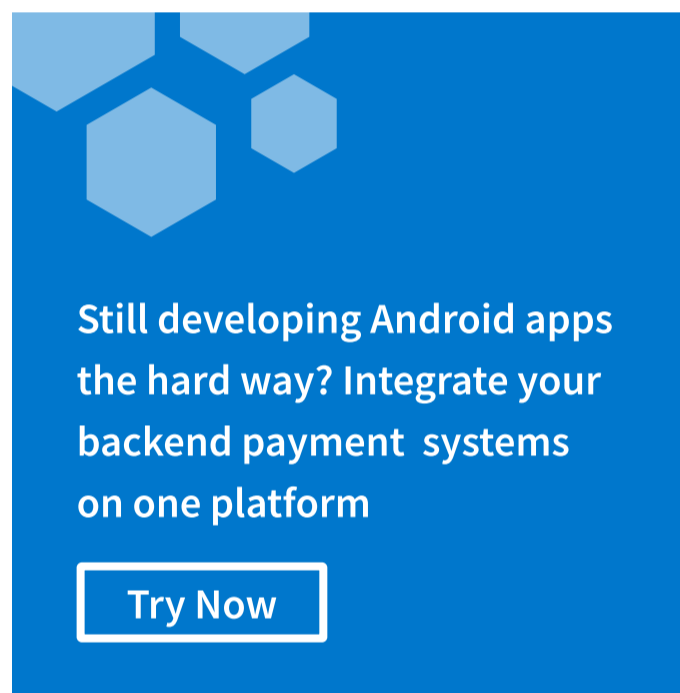
5.

Make ads easy to read

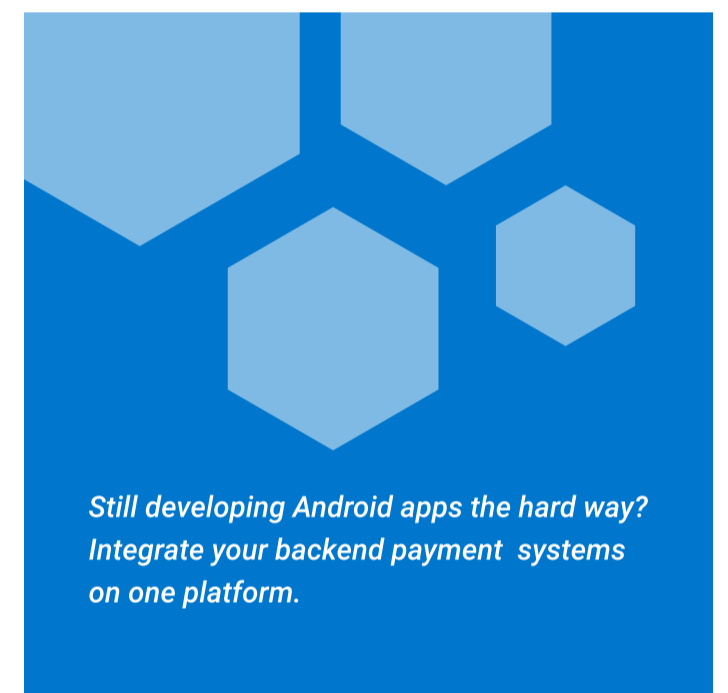
Before you finalize your advertising creatives, take a few steps back from your computer and look at your ads again. Are they clear, and do they make you want to learn more? If the answer to either question is a resounding “no,” go back to the drawing board.

Developers consume information online much faster than the average user, so you need to ensure that your ads grab their attention when they appear on their screens.

✓ Good Example



✗ Bad Example

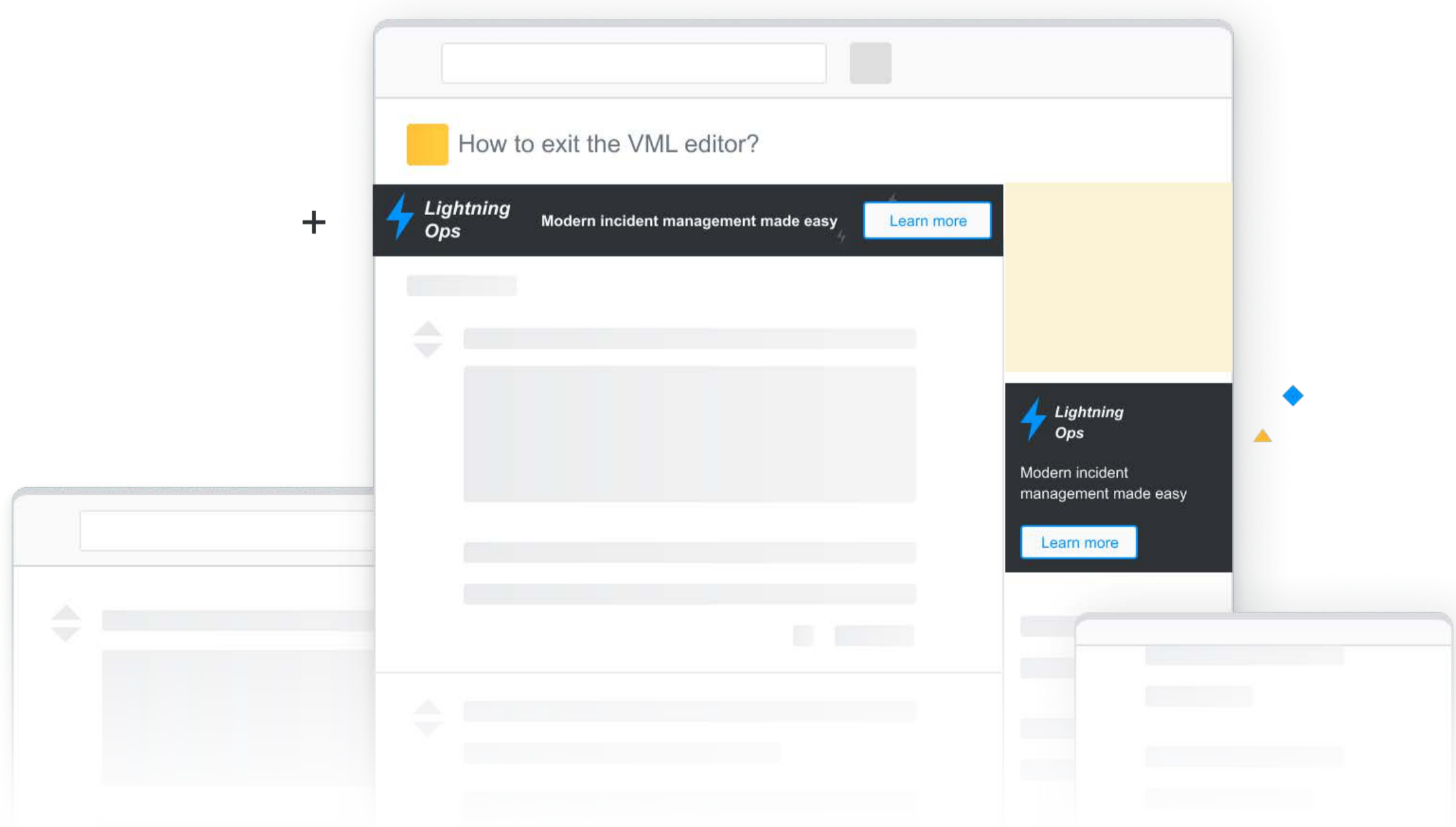


Conclusion

Creating marketing campaigns geared to developers is a unique challenge. In many ways, it requires you to shift away from some of the best practices that you've built your career on. But if you stick to traditional advertising tactics, you won't be able to reach and engage with a technical audience.

The good news is that you don't need to do anything too drastic to reach your developer marketing goals. Developers want advertisers to be honest with them and use simple ads that convey value. You don't have to do anything too over-the-top to impress them or convince them to use your product.

You'll probably make some mistakes along the way—and that's OK. When you do, refer back to this guide for the inspiration you need to create ad campaigns that get developers' attention for all the right reasons.





Stack Overflow Advertising provides a highly relevant and brand safe environment to engage with developers and the technical community.

Find out how we can build an advertising strategy that supports your marketing and business goals.

[Talk to an expert ▶](#)