

Scaling DevTools release guide

Thank you so much for being on the podcast.

We are now partners in promotion - the more people who listen, the better it is for both of us.

Here are some quick ideas for what you could do to make sure it gets as much coverage as it deserves

Before live date:

- Do you need to schedule it in a marketing calendar or let your marketing team know so they can plan?
- Are there any particular clips you want from Jack?

On the day:

- Make a tweet
- Post on LinkedIn
- Share it in relevant community slacks
- Send it to friends/people you know that might be interested
- Share it with any newsletters you read that might be interested
- Consider sharing it on Hacker News if you think there's a good angle

Tips:

- We'll share video and images in advance that you can use as well as link to the episode

Afterwards:

- The podcast can often be a good starting place for a blog post
- [Subscribe to our newsletter](#) - we'll promote the episode in the next edition