

# ACTIVATE 19

The Growth Marketing Conference

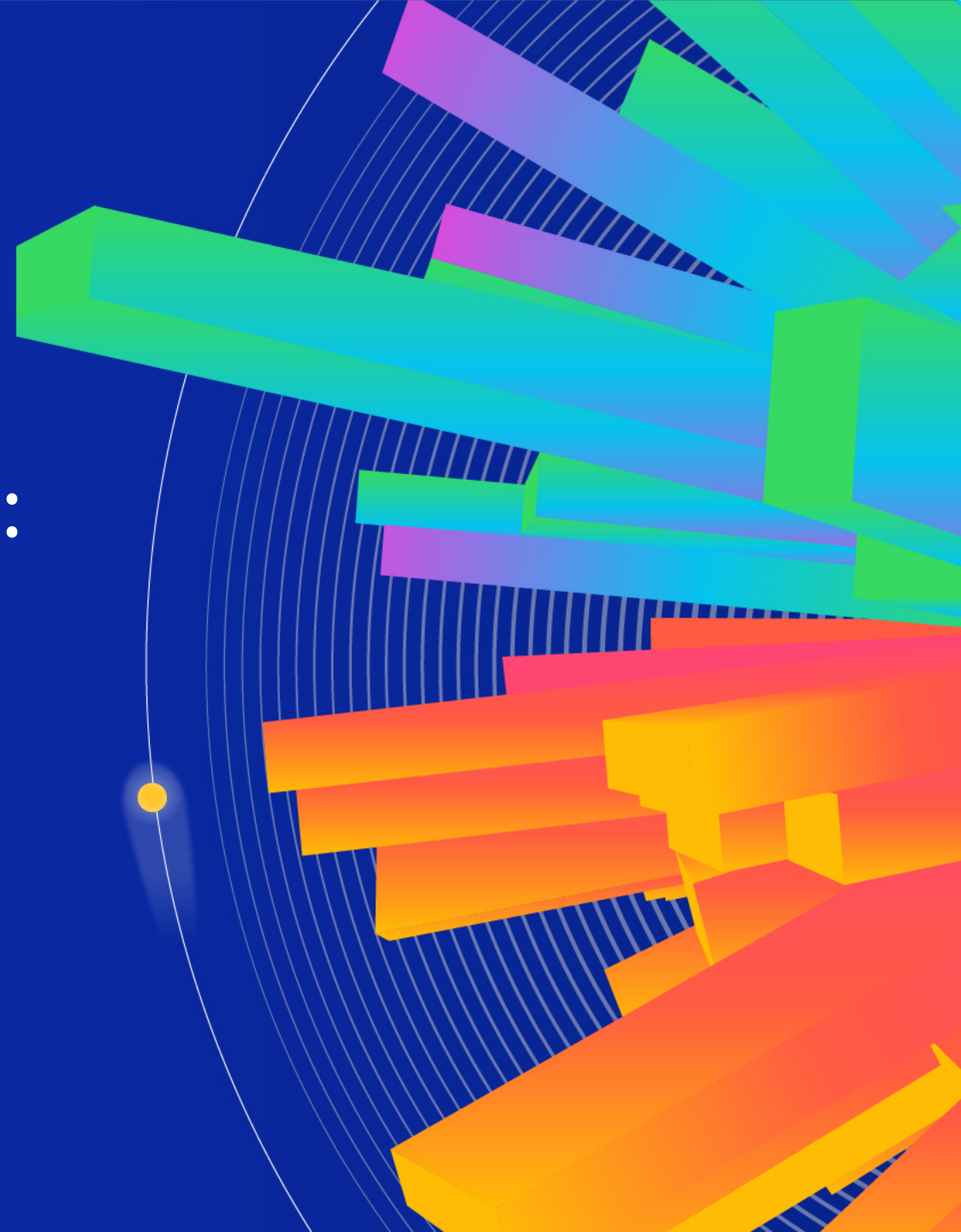
## Engineering and Marketing: Two Sides of the Same Coin

Samir Shamma

Engineering Lead, Careerbuilder

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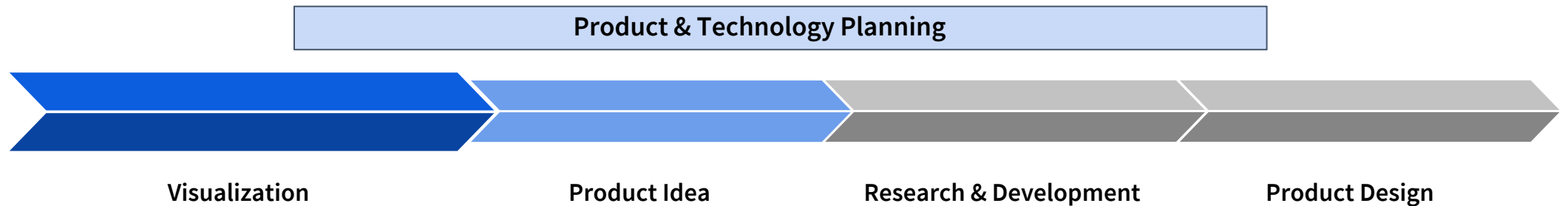
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# Working with Engineering

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- Start early with big picture ideas
- Try and have conversations not requests
- Find what data you already have
- Don't assume anything



# Examples

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- Resume Viewed Notification sparked by engineering and working with product to pull it through to market
- Larger the company more likely to be missing pieces of information

# Align Yourselves Together

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- After development handoff should not be the end
- Coordinate marketing with scheduled batch events
- Be aware of scheduled maintenance windows or other downtimes
- Have regular meetings

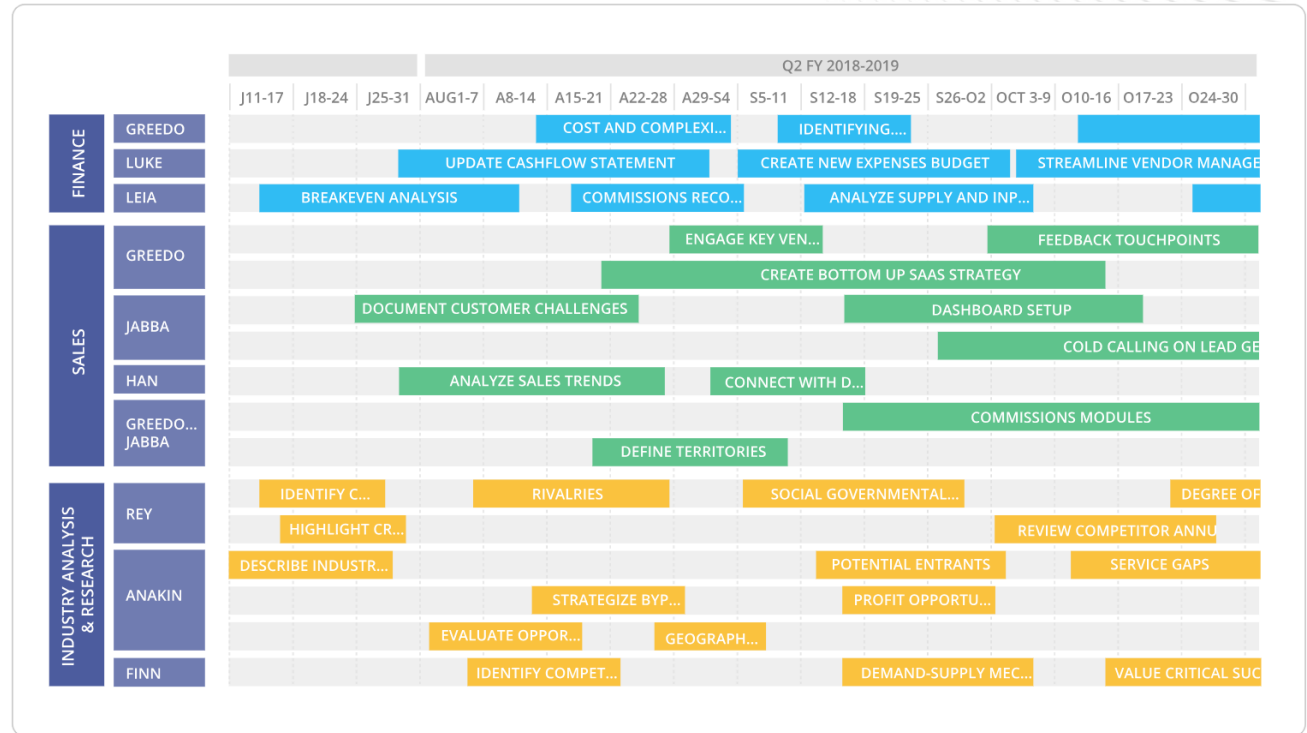
# Examples

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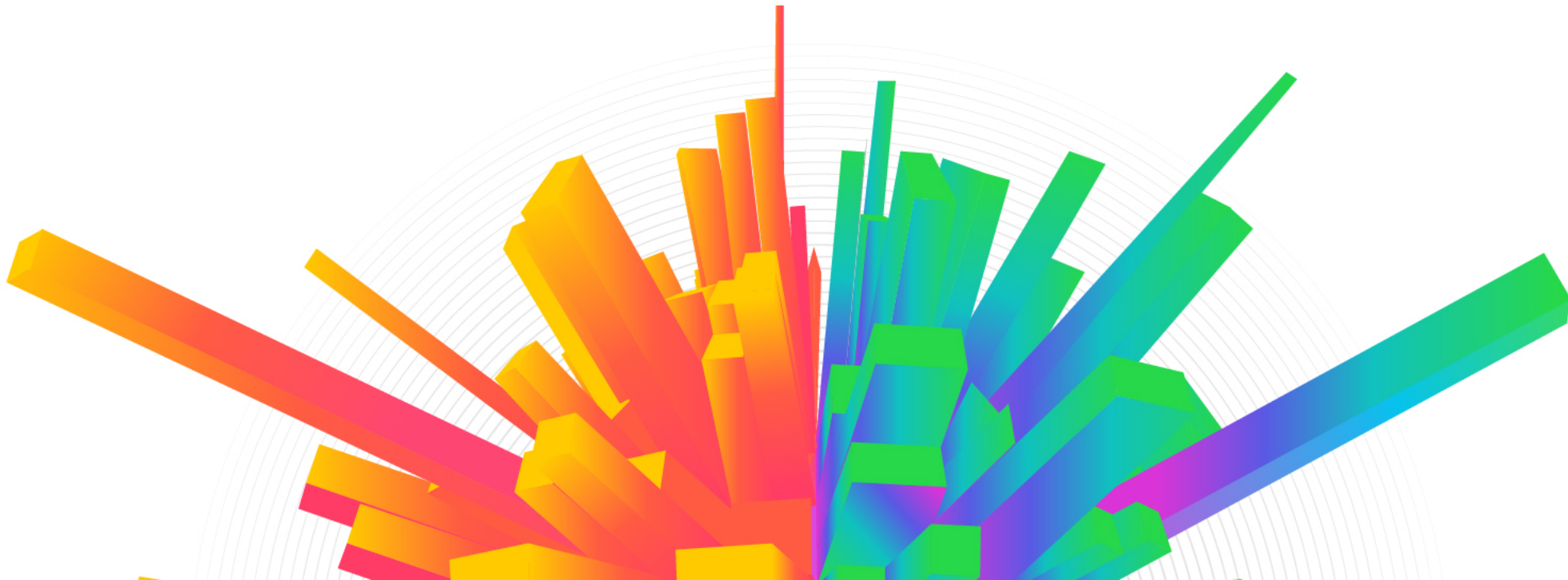
- **Iterable**
  - Great example of being forward with outages and downtime
- **Product/PR**
  - Open, honest and clear communication with their engineering when something is happening. Gives the company a great image

# Establish Leadership Buy-In

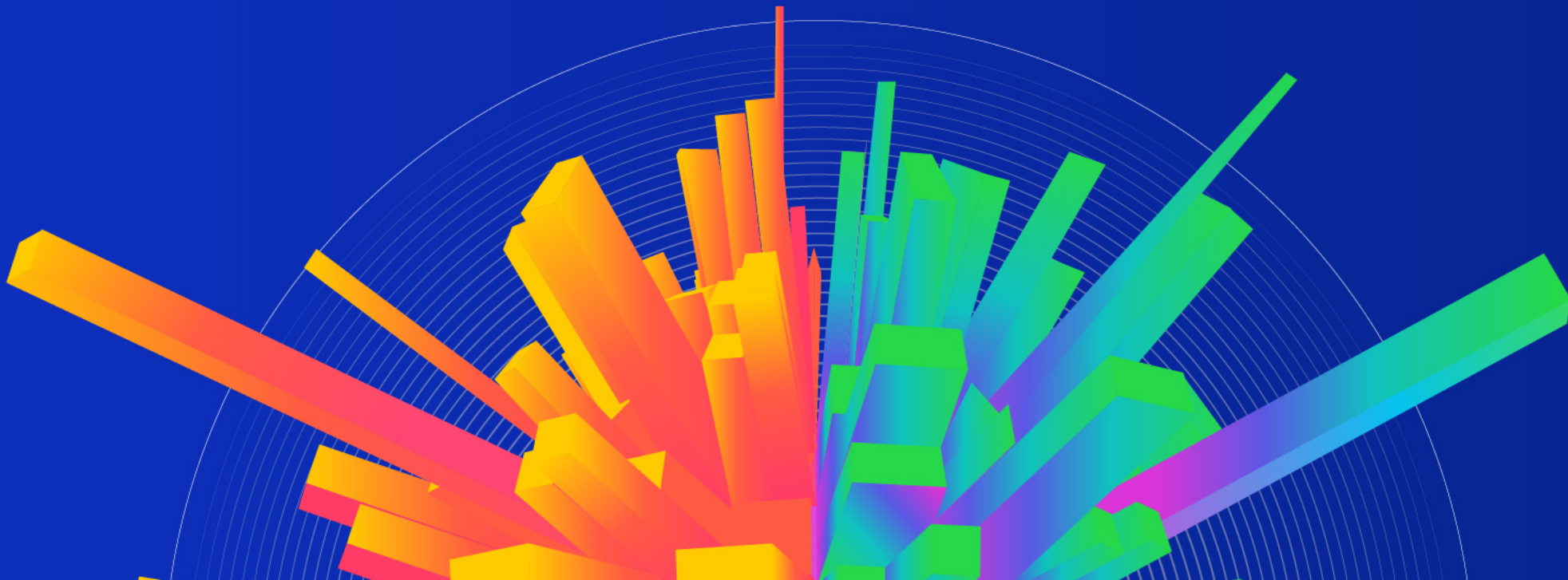
- Really long road maps
- Stability
- New ways to profit



# Final Thoughts



Questions?







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