CONTENT MARKETING FOR ENGINEERS:

10 TIPS THAT ACTUALLY WORK

#1 TREAT YOUR DEPTH AS THE ASSET, NOT THE OBSTACLE.

Your depth is the point. When you write an article that actually explains *why* a certain *architecture decision* matters, or what *trade-offs* you made in your product, you're creating something a generalist content writer simply *cannot fake.*

2. WRITE FOR ONE READER, NOT A COMMITTEE

Pick one specific reader and write to them directly.

Not “early-stage founders” but “***a developer who just shipped their first SaaS product and is getting zero inbound traffic***.”

The more specific your mental model of the reader, the sharper the writing.

THE COUNTER-INTUITIVE TRUTH:
WRITING FOR A SPECIFIC PERSON MAKES YOUR CONTENT MORE USEFUL TO EVERYONE IN A SIMILAR SITUATION, NOT LESS.

3. STRIP JARGON WITHOUT DUMBING IT DOWN

Marko is removing the jargon by hands. supramono is looking curious.

This is the skill most engineers underestimate. The goal isn't to make complex ideas simple. It's to make them accessible without losing the insight.

THERE'S A DIFFERENCE BETWEEN:

✗	"We implemented an event-driven architecture using Kafka with idempotent consumers and exactly-once semantics."	(accurate, opaque)
✓	"We built the system so that if a message gets processed twice by accident, nothing breaks."	(accessible, still correct)
✗	"We made the system fault-tolerant."	(vague, loses the insight)

The second version keeps the actual substance. It tells someone what you actually solved. Practise writing the technical version first, then translate — don't start from the translated version or you'll lose the specificity.

A useful test: read your draft to someone outside your domain. If they can't explain the key idea back to you, the translation isn't done yet.

4. BUILD A CONTENT SYSTEM BEFORE YOU WORRY ABOUT VOLUME

ENGINEERS LOVE OPTIMISING SYSTEMS. APPLY THAT INSTINCT HERE.

The question isn't "how many articles should I publish per week?"
The question is "what's the minimum repeatable process that produces consistent output?"

START WITH A TEMPLATE: a recurring structure for your posts (problem, context, solution, trade-offs, takeeway).

A SIMPLE **NOTE IN NOTION OR OBSIDIAN** WHERE YOU CAPTURE IDEAS AS THEY OCCUR.

A **WRITING SLOT IN YOUR CALENDAR** THAT DOESN'T MOVE.

THE CONTENT MARKETING INSTITUTE HAS CONSISTENTLY FOUND THAT COMPANIES WITH A DOCUMENTED CONTENT STRATEGY **OUTPERFORM THOSE WITHOUT ONE.**

THE DOCUMENTATION DOESN'T NEED TO BE A COMPLEX PLAYBOOK. IT NEEDS TO BE SPECIFIC ENOUGH THAT FUTURE-YOU CAN FOLLOW IT WITHOUT HAVING TO RETHINK FROM SCRATCH EVERY TIME.

A SYSTEM THAT PRODUCES
ONE SOLID POST EVERY TWO WEEKS
BEATS A BURST OF FIVE POSTS THAT BURNS YOU OUT AND GOES QUIET FOR THREE MONTHS.

5. CONSISTENCY COMPOUNDS; VOLUME DOESN'T

Publishing cadence is one of the highest-leverage decisions in content marketing, and most engineers get it wrong by aiming too high too fast.

When you publish consistently — same day, predictable rhythm — a few things happen.

- Readers start to expect you.
- Search engines index your site as an active, maintained property.
- Your own writing improves because you're practising regularly, not in bursts.

Evergreen content that's well-maintained can keep working long after publication, unlike paid channels that stop when your budget runs out. That said, compounding typically takes **12–24 months** to materialise meaningfully — a real constraint for founders with immediate pipeline needs — and a growing content library requires ongoing updates to stay relevant. The compounding effect only works if you've built a body of work, which requires **consistency**, not just occasional volume.

Commit to a cadence you can maintain at your worst week, not your best. You can always accelerate later.

6. LEAD WITH THE PROBLEM, NOT THE SOLUTION

ENGINEERS DEFAULT TO LEADING WITH THE SOLUTION. THAT'S HOW DOCUMENTATION IS WRITTEN, HOW TECHNICAL SPECS ARE STRUCTURED, HOW CODE IS EXPLAINED. BUT IN CONTENT MARKETING, THE READER NEEDS TO **FEEL THE PROBLEM** BEFORE THEY CARE ABOUT YOUR ANSWER.

START WITH THE SITUATION YOUR READER IS IN. WHAT ARE THEY FRUSTRATED BY? WHAT JUST BROKE? WHAT ARE THEY GOOGLING AT 11PM? IF YOU NAIL THE PROBLEM DESCRIPTION, THE READER LEANS FORWARD BECAUSE THEY THINK **"THIS PERSON GETS IT."** THEN YOUR SOLUTION LANDS WITH WEIGHT.

THIS IS PARTICULARLY IMPORTANT FOR TECHNICAL FOUNDERS WRITING ABOUT THEIR OWN PRODUCT. YOUR FEATURE IS INTERESTING TO YOU. THE READER'S PAIN IS INTERESTING TO THEM. **START THERE.**

PRACTICAL MOVE: WRITE THE PROBLEM PARAGRAPH BEFORE ANYTHING ELSE. IF YOU CAN'T WRITE TWO SENTENCES DESCRIBING EXACTLY WHO THIS ARTICLE IS FOR AND WHAT SITUATION THEY'RE IN, YOU'RE NOT READY TO WRITE THE REST OF IT YET.

7. DISTRIBUTION IS A SEPARATE SKILL – LEARN IT SEPARATELY

Building something is one skill. Getting people to find it is another. Engineers often treat distribution as a nice-to-have, or assume that a good article will spread on its own. It won't.

A significant portion of B2B buying research happens online before buyers engage with sales — making it worth ensuring your content is present where buyers are already looking. But that research only leads to your content if you've placed it where your audience is already looking.

For technical audiences, the higher-signal channels tend to include: developer communities (**Hacker News**, relevant **subreddits**), technical **newsletters** your ICP reads, **LinkedIn** for founder and B2B audiences, and **GitHub** if you're building dev tools. **YouTube** and **Substack** are also worth considering depending on your format and audience. The right mix shifts over time and varies by niche — treat channel selection as a hypothesis to test, not a fixed list.

Pick two channels and get genuinely good at them before adding more. Distribution effort on two channels beats surface-level presence across six.

HIGHER-SIGNAL CHANNELS FOR TECHNICAL AUDIENCES

HACKER NEWS	RELEVANT SUBREDDITS	TECHNICAL NEWSLETTERS	LINKEDIN	GITHUB	YOUTUBE	SUBSTACK
developer community	developer community	your ICP reads	founder & B2B audiences	dev tools & projects	videos & tutorials	long-form content

8. Newsletters are underused by technical founders

Email is one of the more direct ways to build an audience that you own to a meaningful degree. Compared to social platforms, email gives you greater control — no algorithm determining your reach, and no follower count that disappears if a platform changes its rules. That said, email still carries real dependencies: deliverability is subject to ESP policies, spam filter changes, and domain reputation, so "ownership" is relative rather than absolute.

If your target buyers are technical, a newsletter goes straight into an inbox they're already checking. Engineers tend to be active newsletter subscribers, making it a channel worth prioritising for technical audiences.

You don't need to write a new newsletter every week. Repurpose your blog post as the newsletter. Add one or two sentences of personal context at the top — something you noticed, something that surprised you, a quick update on what you're building. That personal frame is what makes people open the next one.

You can use your newsletter to share blog posts, distribute resources like ebooks or webinar invites, and announce product launches. Keep it focused. One main thing per issue.


CONTENT RESEARCH LAB
LINKEDIN ARTICLE / / CAROUSEL
3-5 LINKEDIN POSTS
ONE WELL-RESEARCHED POST
NEWSLETTER EDITION
SLIDE DECK / LOOM
REPURPOSE AGGRESSIVELY
DIAGRAM FLOW CHART
THREAD ON X / REDDIT
WHY IT WORKS:
✓ MORE TRAFFIC
✓ MORE SHARES
✓ MORE BACKLINKS
✓ DEEPER IMPACT
TOPICAL AUTHORITY
SEARCH INTENT
DATA INSIGHTS
DEEP CONTENT STRATEGY
RESEARCH NOTES
• DATA
• INSIGHTS
• EXAMPLES
• SOURCES
</> FOCUS BUILD SHIP.
CONTENT STRATEGY
SEO & TOPICAL AUTHORITY
AUDIENCE INSIGHTS
STORYTELLING THAT CONVERTS
RESEARCH > CREATE > AMPLIFY
DEPTH > VOLUME
CONTENT MULTIPLICATION
CORE POST

10. TREAT CONTENT PERFORMANCE LIKE PRODUCT TELEMETRY

Engineers are good at reading systems data. Apply that to your content. Set up basic tracking and actually review it.

THE METRICS WORTH WATCHING AS AN EARLY-STAGE FOUNDER:

- **Organic search traffic:** which articles are people finding via search?
- **Time on page:** are people actually reading, or bouncing?
- **Scroll depth:** where are people dropping off?
- **Conversion events:** are readers clicking your CTA, signing up, or booking a call?

Blog posts are consistently ranked among the **higher-ROI content formats** by marketers, particularly for organic and long-term pipeline. But you only capture that ROI if you know which posts are working and double down on those topics and formats.

Review your content data once a month. Kill formats that aren't working. Expand posts that are getting traction. That **feedback loop** is how you get smarter faster — the same way you'd instrument a product.

THE SHORT VERSION

Content marketing for engineers isn't about becoming a different kind of person. It's about applying **the same rigour and systems thinking** you bring to everything else.

01 Write with depth. Speak to one specific reader.

02 Strip jargon without losing the substance.

03 Build a system that produces consistently, not brilliantly once.

04 Learn distribution as a distinct skill.

05 Repurpose every well-researched piece into mult.

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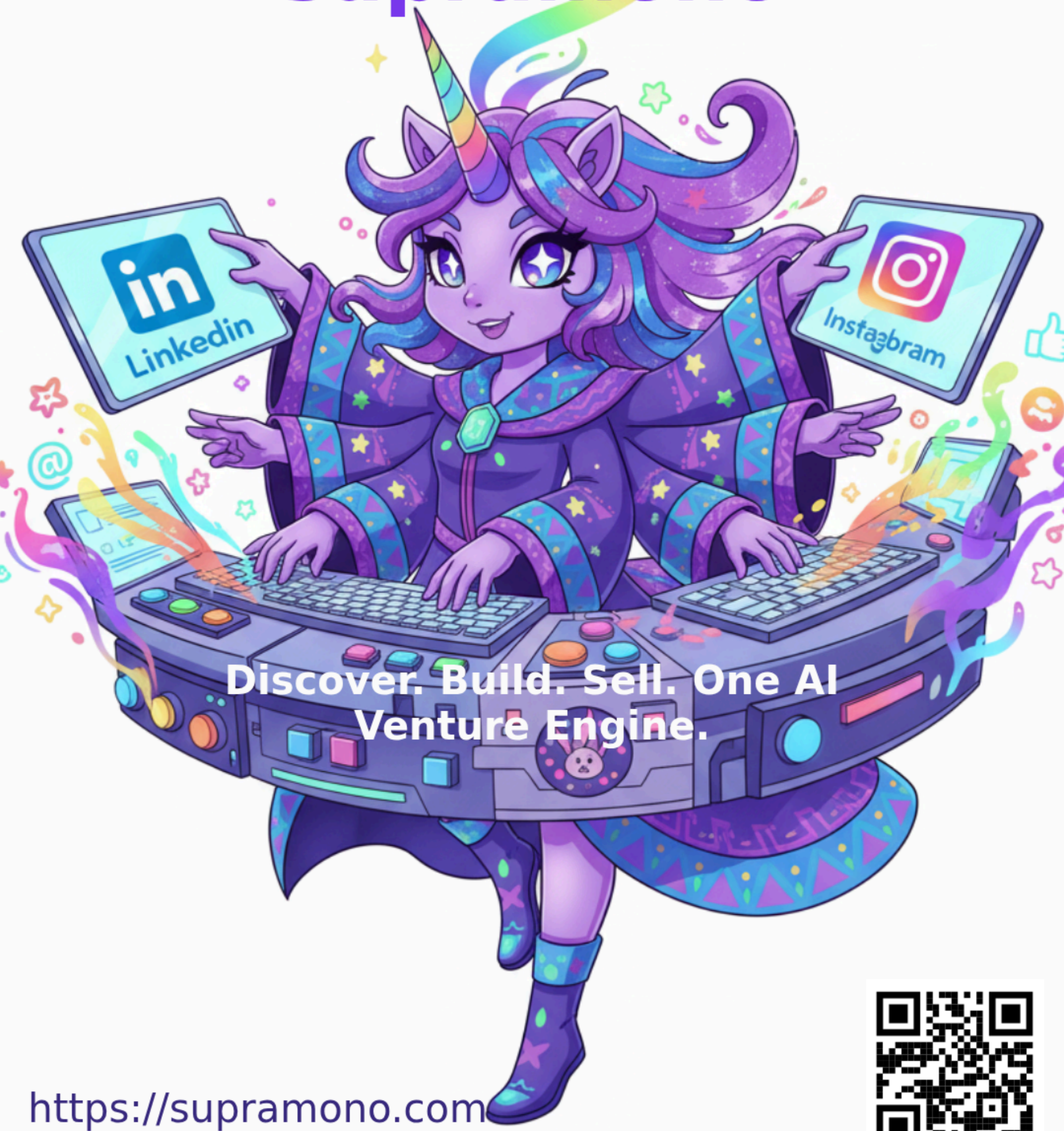

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