

Defining Product Marketing

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Product Marketing's Charter

Product Marketing must:

- Be **responsible for the market success** of the product portfolio.
- Build a **deep knowledge** of our market, customers and competitors and guide product roadmap/strategy .
- **Communicate a market position** that is differentiated, clear, defensible and monetizable.
- **Arm sales** (direct and channel) with the knowledge and tools they need to be successful

Product Marketing Responsibilities

Market Success Accountability

- Revenue plans by product
- Pipeline Reviews
- Customer
- Buying process optimization
- Customer loyalty and lifetime customer value
- Integrated marketing campaigns

Customer and Market Knowledge

- Market planning
- Segmentation and use cases
- Competitive insights
- Detailed customer needs
- Pricing strategy
- Market gaps and opportunities

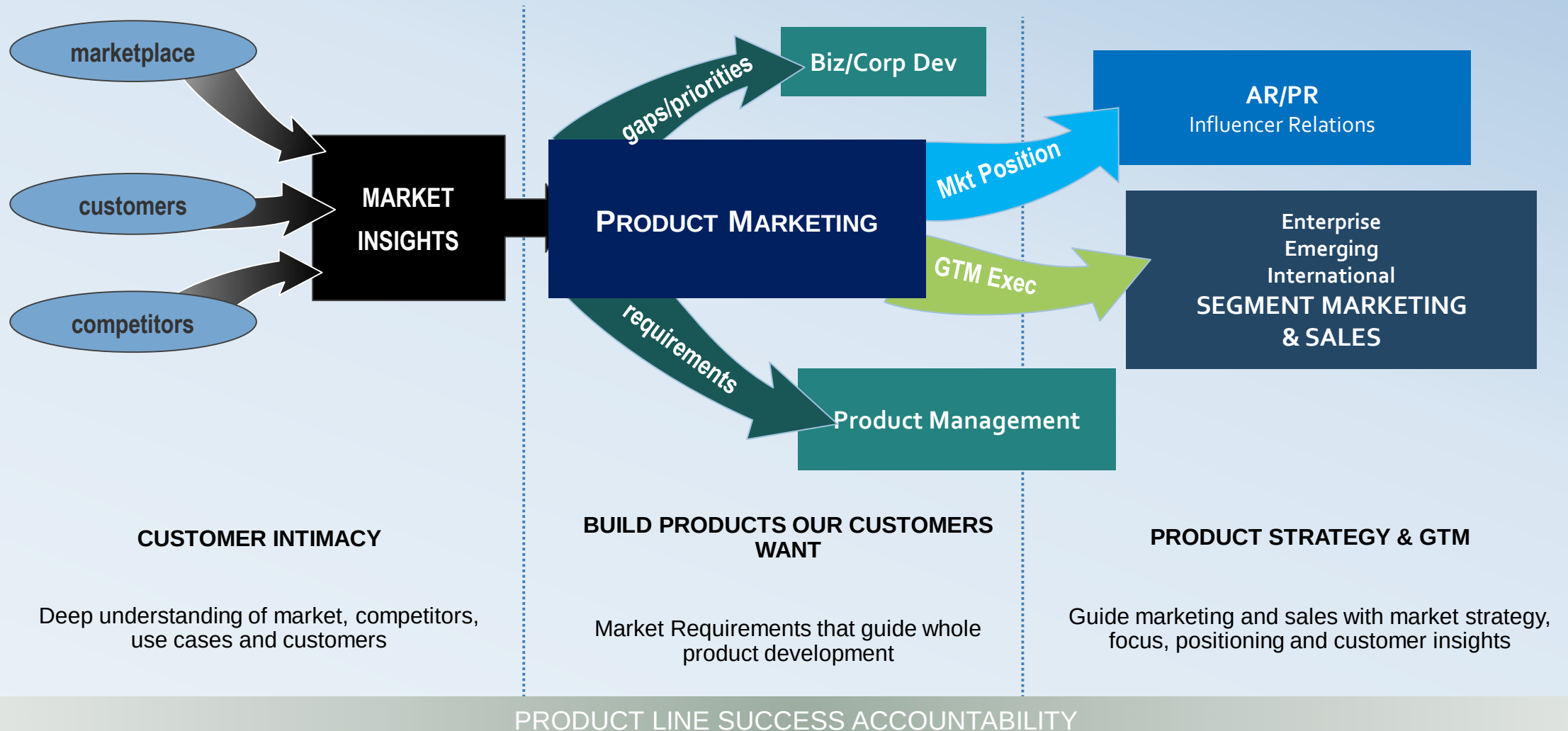
Communicate a Market Position

- Messaging and positioning
- Content marketing
- Sales strategy
- Collateral and website
- Media outreach & PR
- Influencer marketing & AR

Equip Sales for Success

- Enablement and readiness
- Sales tools and training
- Channel enablement
- Proof points
- Objection handling
- Media outreach & PR

The Role of Product Marketing



Evolution of Product Marketing to a strategic role

Product development does marketing (early stage)

↳ Product management does marketing (startup)

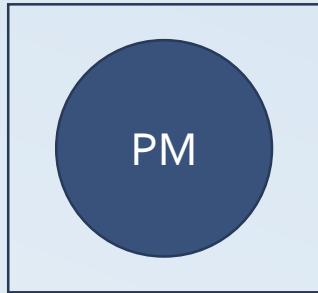
↳ Product marketing function is created – they 'launch' products

↳ Product marketing owns Go-to-Market strategy

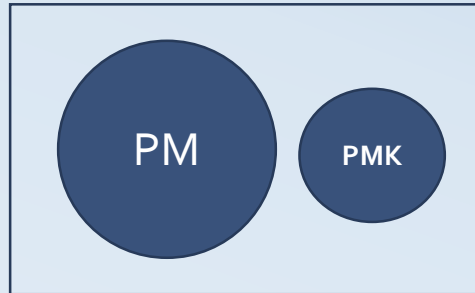
↳ Product marketing is strategic and is accountable for revenue

Traditional product management responsibilities	Shared or determined based on skillset or maturity	Traditional product marketing responsibilities
• Roadmap • Product requirements • Lifecycle process (i.e. beta) • Program Management • Technical Enablement • Etc.	• Product strategy • Market requirements • Pricing and bundling • Revenue accountability • Etc.	• Positioning Messaging • Marketing strategy • Website and Sales Tools • Sales enablement • Influencer relations (i.e. analysts) • Etc.

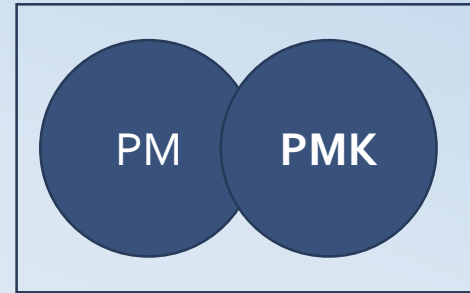
Common product org structures



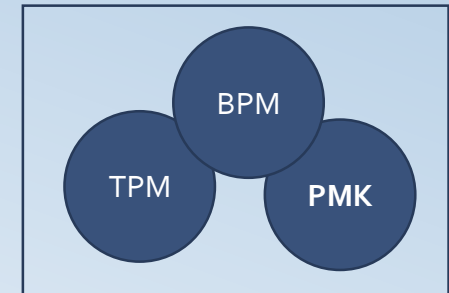
Early stage: product management does everything



New product marketing function limited to messaging & launch



True partnership with shared responsibilities

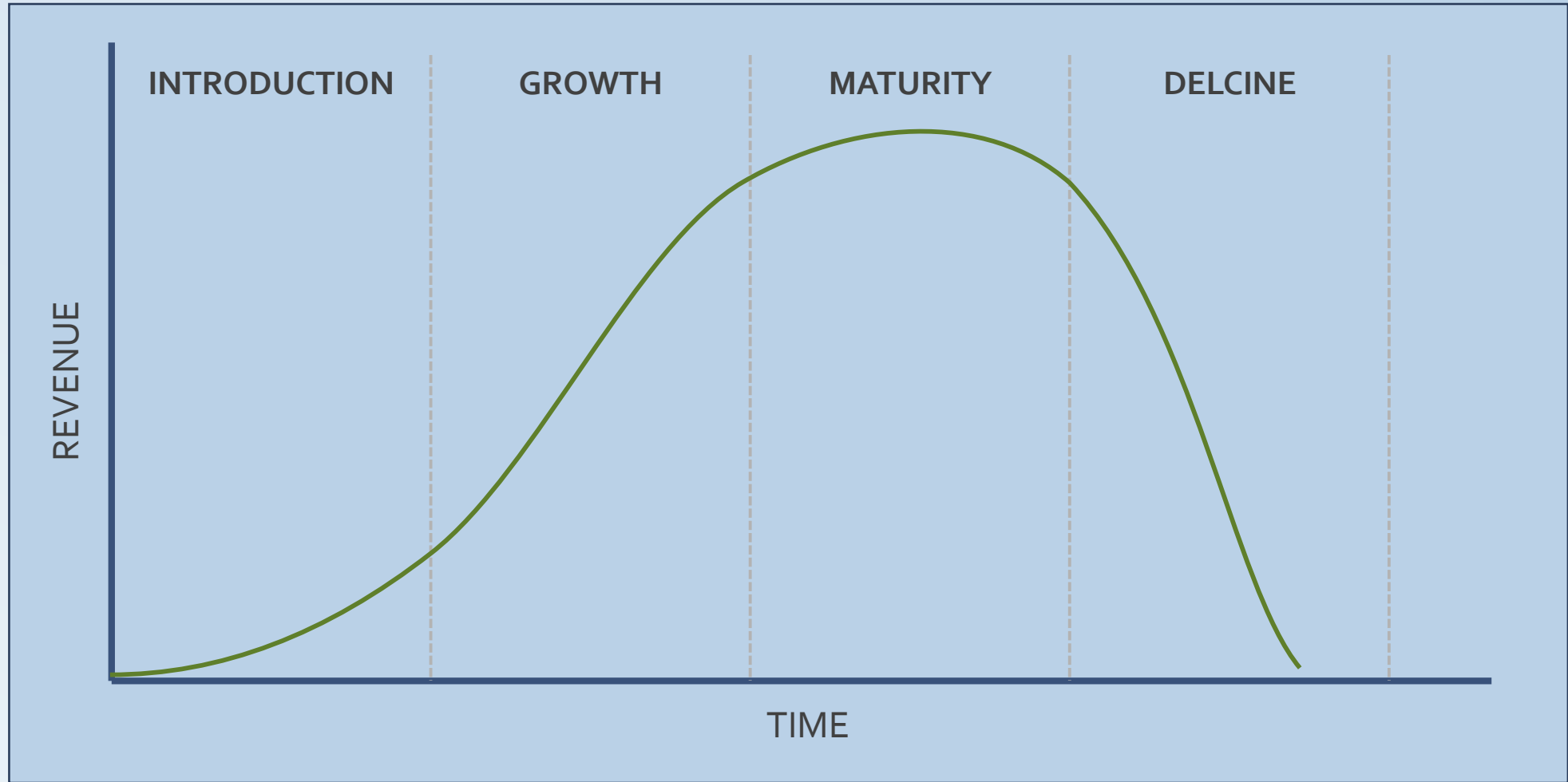


Business product manager owns product strategy and revenue

Common product team reporting structures:

- **Technology orientation:** PM reports to engineering, PMK reports to CMO
- **Discrete Functions:** PM reports to VP products, PMK reports to VP PMK, Engineering is separate
- **Strategic:** PM & PMK report to 'Products and Strategy' VP

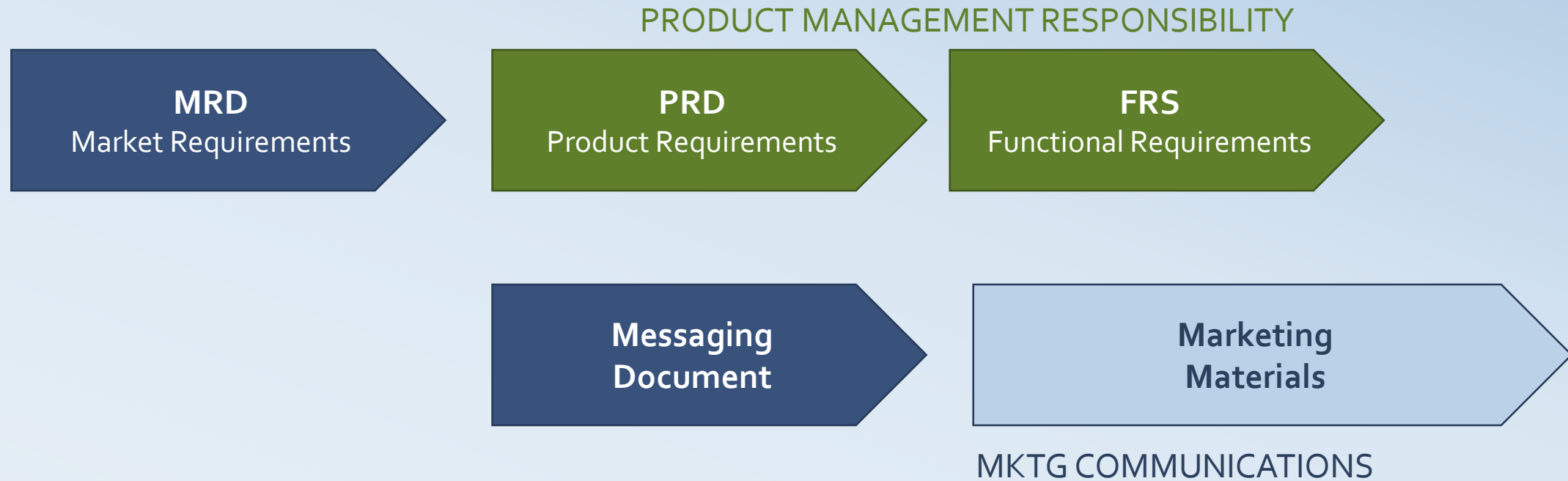
Traditional Product Lifecycle



Product Lifecycle and Product Marketing

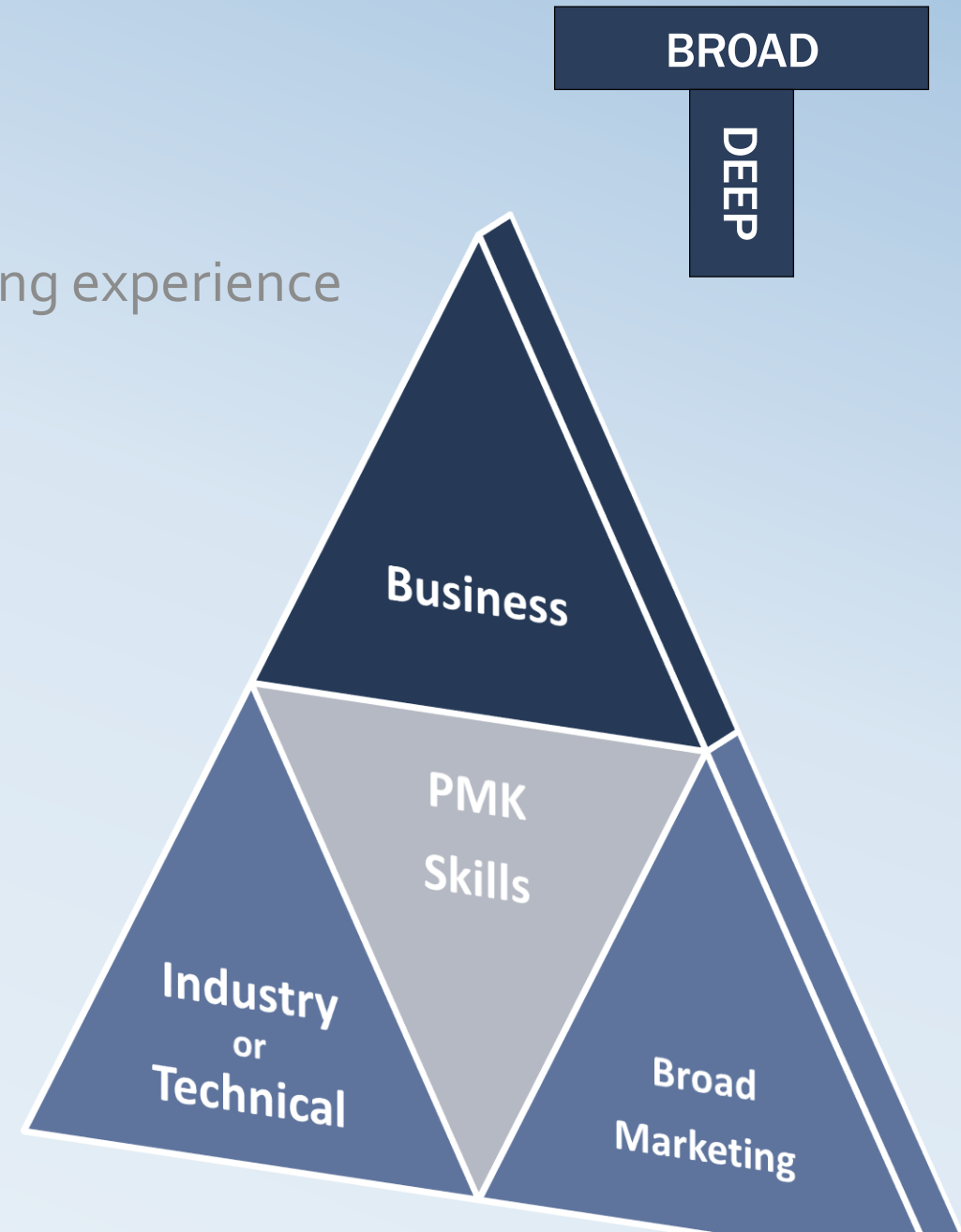


Product Development to Launch



Product Marketing Skills

- The Triangle of PMK competencies
 - Business, technical (domain) and marketing experience
- “T” Shaped skills
 - Broad knowledge deep experience
- Left brain *and* right brain
 - Creative and analytical
- Sales & Industry experience
 - Customer’s context and buying process





THANK YOU

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