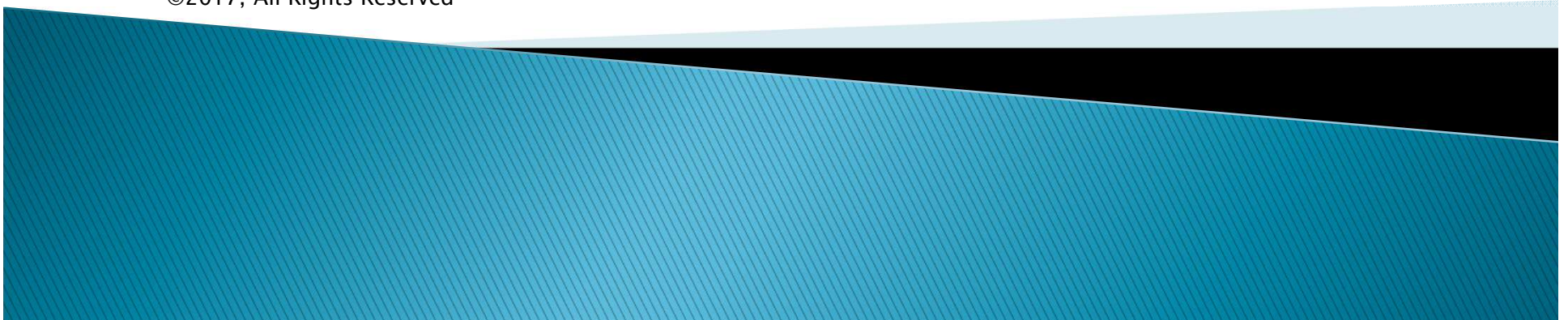


Introduction to Product Marketing

Richard Hatheway

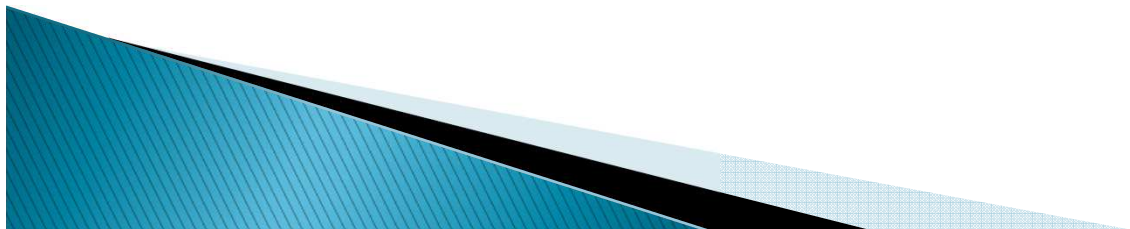
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Overview

There are numerous marketing areas of specialization. One of the most critical, and often confusing, is Product Marketing.

This short presentation will help you quickly and easily understand what product marketing is, where it sits within the organization, and what it does.



What Product Marketing Does

The Product Marketing function occupies a unique spot in the corporate structure, being located in the middle of the product development and sales processes.

Product Marketing's role is to take the technical information that is developed by the PLMs and convert that into usable information for the other groups. Depending on the corporate structure, Product Marketing has two (or potentially three) customer groups.

Product Marketing also functions as a communications conduit and takes feedback and input from sales, customers, and the market and provides that information back to the product development side. This information may consist of new features the customer would like to see, fixes to be made, the direction the market is moving, information on competitive products, etc.



Product Marketing Interactions

Product Marketing interacts with a wide variety of internal departments and functions.

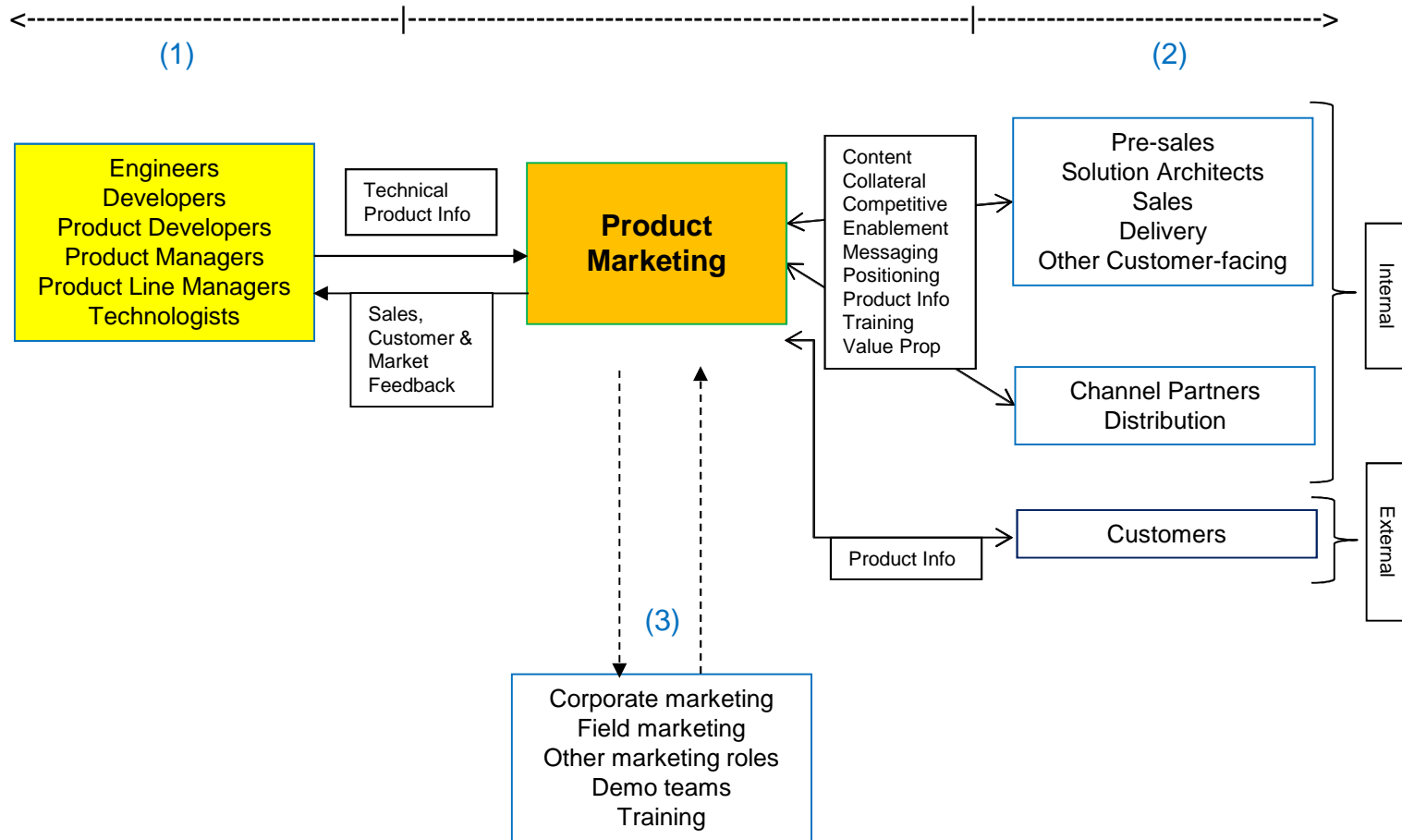
Product Marketing also interacts with a variety of customers, which range from internal departments that receive content and other deliverables to the actual end user/customer. Depending on the business structure, Product Marketing has two, or potentially three, of these customer groups.

The next set of slides will show you the three primary groups of departments and customers that Product Marketing interacts with on a regular basis.

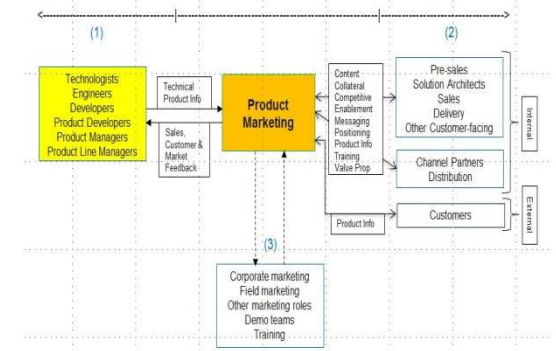


Introduction to Product Marketing

- Group 1 Interactions



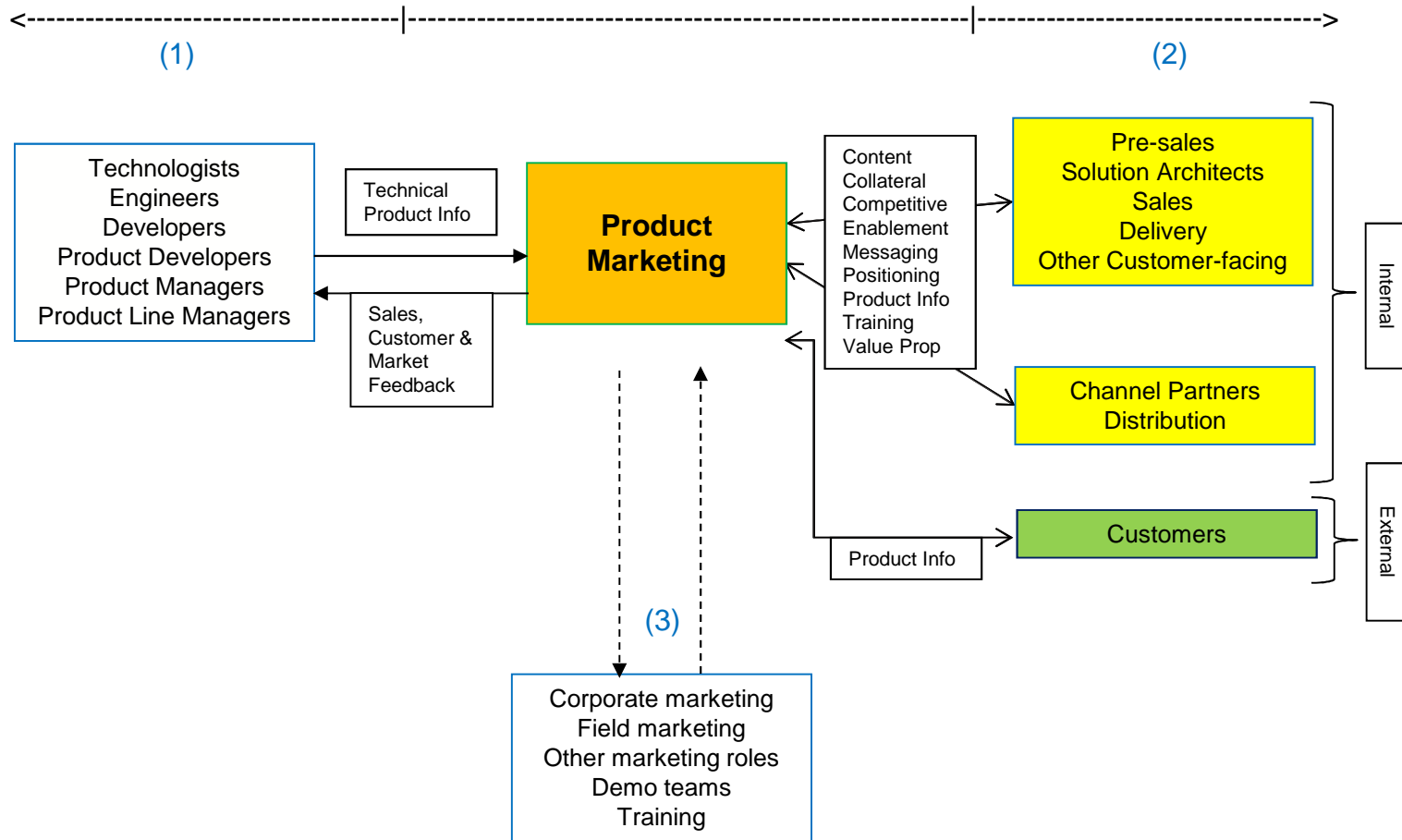
Group 1 – Development



- These are the people who own and develop the product.
- They determine the technology, the specifications and the features that will go into a product.
- They develop and own the product roadmap, as well as the timing of product releases and updates, and/or changes to the roadmap.

Introduction to Product Marketing

- Group 2 Interactions



Group 2 – Customers

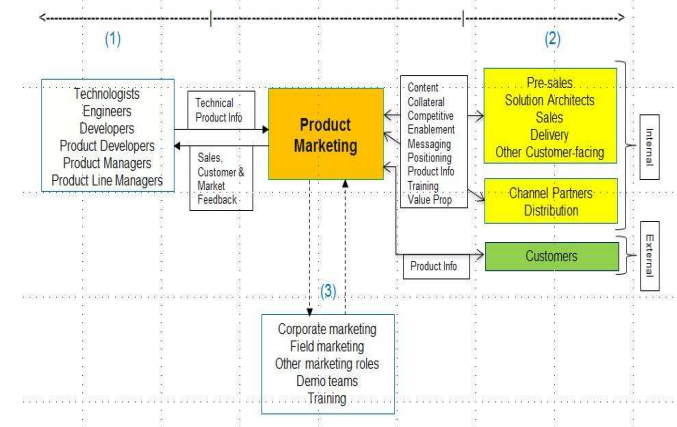
These are product marketing's customers.

The first is the internal customer, which is comprised of the sales team and related functions. Product Marketing has to ensure that they understand the product and how to sell the product. This means Product Marketing must ensure sales has the proper training and enablement, as well as having the right tools they need to sell, the right competitive information, the right content and collateral, the right messaging and positioning information, etc. so that they can deliver the right message (about the product) at the right time to the right person at the right level.

NOTE: Other marketing functions (such as field marketing or demo teams) may also be included in the group of internal customers, depending on whether they are engaged or not, as they too are customer-facing organizations.

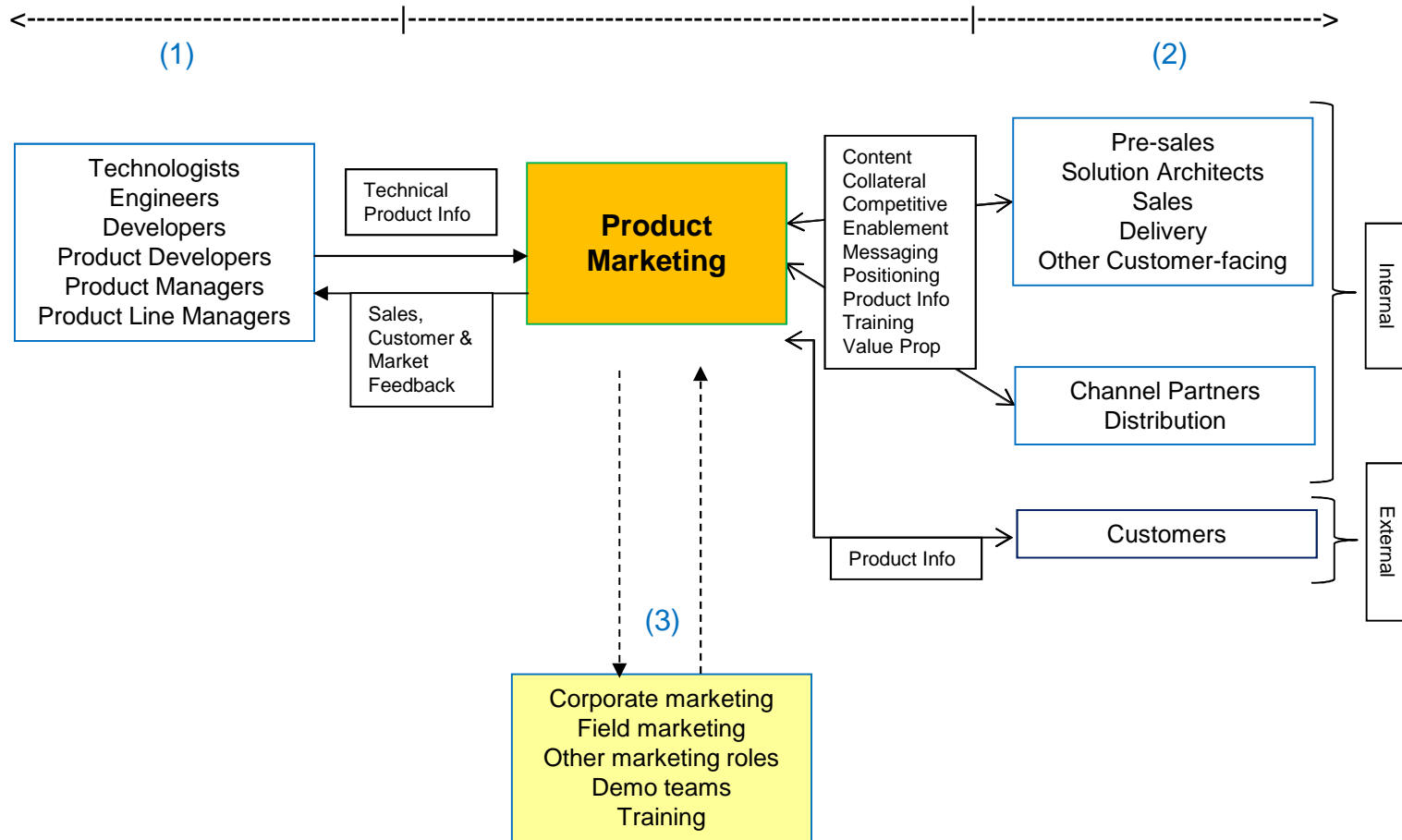
The second customer is the external customer, the actual end customer. Product Marketing has to ensure that the right content, messaging, positioning, collateral, and other information is available to them so that they can find the necessary information they are seeking. This can be on a website, online, in trade shows, demos, customer meetings, etc.

The third customer (depending on the organizational structure) is the channel partner and/or distribution organization. If the product is sold through them, Product Marketing must ensure that they, like the internal customers, have the necessary training and understanding of the product, along with the right content, collateral and materials necessary to sell it. Product marketing may also take feedback from them.

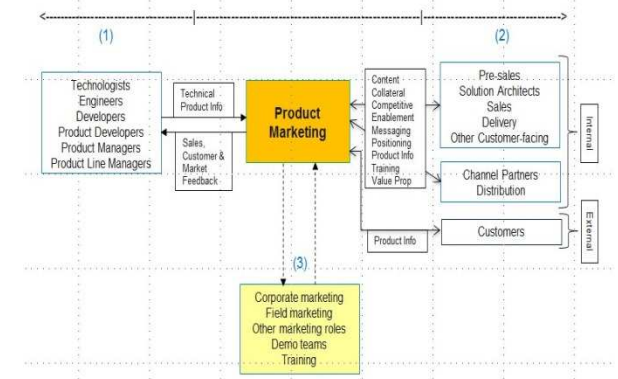


Introduction to Product Marketing

- Group 3 Interactions



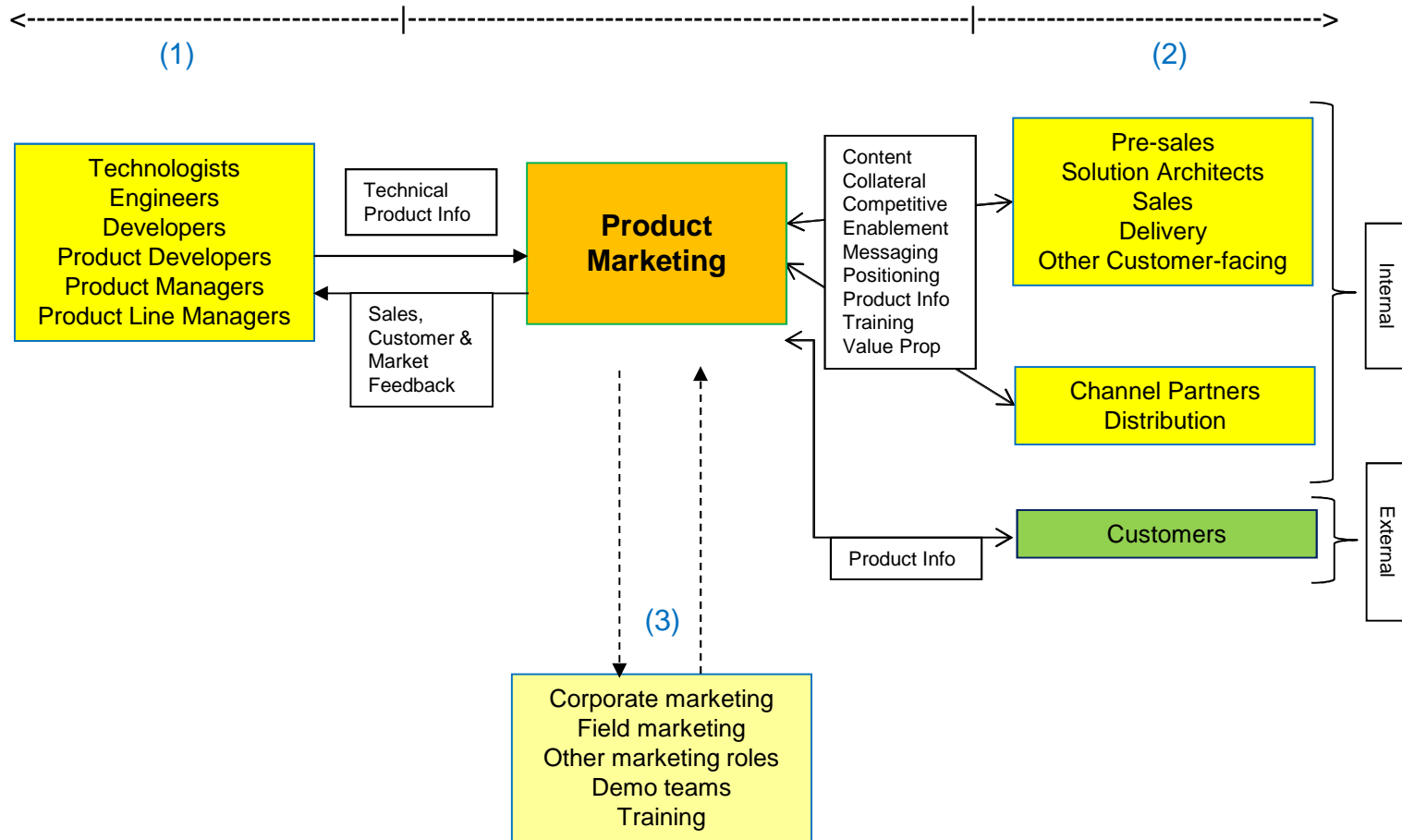
Group 3 – Other Groups



- These are the other groups within the corporation that Product Marketing may interface or work together with.
- This includes other marketing functions, demo teams, training departments, etc. within the corporation that Product Marketing interfaces and works together with.
- The level of engagement with these groups will depend on the specific circumstances.

Introduction to Product Marketing

- Interactions Overview



Summary

- Product Marketing sits at the intersection of numerous departments and functions.
- Product Marketing plays a key role in:
 - Ensuring market information and customer feedback is communicated to the development teams.
 - Ensuring that products being developed meet the needs of both customers and the marketplace.
 - Ensuring that all sales and customer-facing organizations have the right training, tools and information needed to sell.
- Product Marketing is crucial to the successful launch of products.
- Product Marketing is critical to the sale process.

By understanding Product Marketing's roles and responsibilities, you will be able to work more productively and efficiently and make your business more successful.

Thank You

