

Make Product Marketing a Hit in Your Organization



Amplifying your Voice: A PMM Guide

With demand for PMMs growing **30% year over year**, empowering product marketing should help organizations go to market faster... and better. Here are a few simple steps to make sure you're on the right path for growth.



What does a PMM do?

Product Marketing Managers are responsible for bringing a product to market.

PMMs operate at the intersection of a product and its customers. They determine a product's audience, positioning, messaging, pricing, and promotion, and contribute customer feedback to the product development cycle. They drive demand and then adoption of a product..

Who owns what?



PRODUCT MANAGEMENT

- Technical Roadmap
- Feature Set Prioritization
- Design and Build
- Cross-product Collaboration
- Product Security / Compliance

SHARED

- Product Launches
- Customer-facing Roadmap
- External Communications
- Customer Analysis (Segmentation)
- Performance Reporting

PRODUCT MARKETING

- GTM Planning
- Positioning & Messaging
- Campaign Brief
- Sales Enablement
- Competitive Analysis
- Customer Research



A Product Marketer's GTM checklist

Ready to reveal your product? Here are a few PMM deliverables to ensure your launch garners rave reviews!

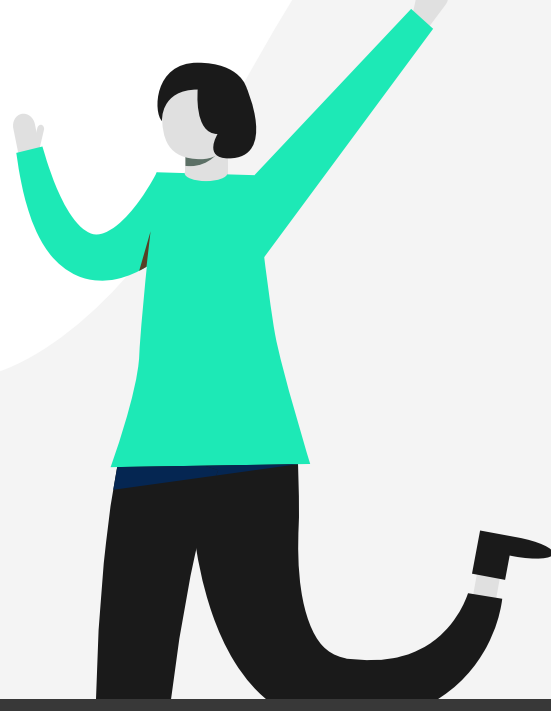


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| <p>01. DEFINE OBJECTIVES</p> <ul style="list-style-type: none"> • Kick-off Meeting with Stakeholders • Success Metrics • Needs & Requirements across Teams | <p>02. UNDERSTAND PRODUCT MARKET FIT</p> <ul style="list-style-type: none"> • Market Sizing & Segmentation • Competitive Analysis • Customer Personas |
| <p>04. PROJECT & PROCESS MANAGEMENT</p> <ul style="list-style-type: none"> • Content Strategy • Product Launch Tracking • Communications Templates • Sales Enablement • Campaign Management • Communications Plan | <p>03. FOCUS ON THE PRODUCT</p> <ul style="list-style-type: none"> • Feature Set • Positioning & Messaging • Marketing Brief |
| <p>05. LAUNCH CHECKLIST</p> <ul style="list-style-type: none"> • Compiled Product Launch & Stakeholder Checklist • Feedback Loop • CRM | <p>06. POST-LAUNCH</p> <ul style="list-style-type: none"> • Post-Mortem Assessment Meeting & Report • Analytics & Tracking Dashboard |

Where does product marketing sit?

PMMs need to be singing from the same song book at product.

PM-PMM partnerships that don't result in harmony represent a key risk. Solving for this can be a good way of determining where PMM should sit. There is no "right" answer. It depends on where PMM has the most influence and the flexibility to collaborate with other key stakeholders, such as marketing, research, sales and customer success, finance and biz ops.



62%

of PMMs sit in Marketing; 16% sit in Product

93%

of PMMs say Positioning and Messaging is their #1 responsibility

60%

of the time, PMMs are now represented at the Leadership table

56%

say that Revenue Generation is their #1 OKR

Measuring success

Being the voice that ties product, customers and the business together can provide big-time value. Figuring out how to track that value, though, is key.

PMM scorecard

HIGH VALUE ACTIONS

Define HVA's with the rest of your team. Examples could be the number of upgrades and renewals

PRODUCT USAGE

What's the How, When and Why behind customers' behavior

INBOUND LEADS

Measure product inquiries to gauge market interest

REVENUE

As adoption champions, PMM's are a key contributors to revenue

ROI

Track lead generation or conversion against specific marketing investments

CUSTOMER SENTIMENT

NPS should be a KPI that drives the product roadmap

PRODUCT CLARITY

Possible proxies include:
1 Questions about the product
2 Support tickets
3 Bounce rates

Rockin' it PMM style!

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| <p>01. R-E-S-P-E-C-T</p> <p>Product and Marketing need to be bff bandmates, save the drama.</p> | <p>02. Get up from that desk</p> <p>PMM magic comes when you actively collaborate with other teams.</p> | <p>03. I just called to say...</p> <p>Talk to at least 10 customers per quarter.</p> | <p>04. FOMO</p> <p>Stay on top of the trends.</p> | <p>05. I feel you</p> <p>Empathize with your customers' needs and pain points.</p> |
| <p>06. I got 99 problems...</p> <p>Strike a balance between stamping out fires and making strategic moves.</p> | <p>07. Where is the love?</p> <p>Give back by creating universal templates and procedures.</p> | <p>08. Be humble, sit down</p> <p>Be ready to learn from other teams and be prepared to teach them a thing or two in return.</p> | <p>09. Started at the bottom, now we're here</p> <p>Raise your visibility across the organization by building rapport with leadership.</p> | <p>10. Tell me why!</p> <p>Stay curious and always be ready to investigate!</p> |