

adexe



# Winning at Product Marketing

To really be strategic in your marketing, you need to consider **product marketing**.

This whitepaper will help to breakdown what it is, how it interacts with other departments within your organisation, and the benefits it will bring to help boost your sales and grow your business.

# What is Product Marketing?

Here's a question for you:  
**Have you considered integrating marketing into your product from the get-go? As in, before you launch it?**

If you have traditionally only engaged your marketing department once you have your product, you are missing a massive opportunity. Marketing, specifically product marketing, needs to be there throughout the entire life-cycle of a product. It has far more benefits than just social media posts, Google adverts, or whatever other activity you wish to take.

The great thing about product marketing is, it's put into action a long time before more traditional marketing techniques come in and will continue through to when the product is discontinued. It truly is a fully immersive marketing function. And because it is involved a lot sooner it will have a far greater impact on the potential success of any one product.

Because of its scope it needs to be positioned as a linchpin within your organisation, bringing together your sales, product, marketing, and customer services teams.

To help frame this, let's look at the stages of a product and how product marketing helps.

# Developing your PRODUCT



Long before your product is even ready to go to market, your product marketing function needs to be kicking into gear. It is all about setting the groundwork for later. This is accomplished by conducting research and analysis to build:



**The target market**



**Customer personas for clear and concise messaging**



**Understanding the competitive landscape to see how it will fit into it.**

This groundwork will allow you to get off to the right start, including developing your value proposition. All the data, insights, and research you conduct here will make your life easier later on as it will help to identify the benefits and allow you to construct the right messaging for each marketing segment.

# Bringing your product to market

This stage starts with developing a comprehensive go-to-market strategy that will outline how you will launch and promote your offering to the market. Through utilising the research and foundations from the previous step, you will be able to refine the target market and set the right pricing strategies, distribution channels, and promotional tactics.

With the strategy outlined it is then time to look at what needs to be done to achieve its goals and objectives. But to ensure the consistency of your messaging, it is imperative to place your value proposition at the heart of it. This will ensure you craft compelling messaging that resonates with your target audience.

Now you can move on to creating the marketing campaigns that will generate the leads, drive product awareness, and support your sales team.

It is also the point when you need to sit down with your sales team to develop the necessary tools they need (brochures, product guides, competitive analysis, and training materials) to help them do their job.

Finally, once all of the above is completed it is time to launch your product. Here product marketing will collaborate with product management to plan and execute the successful launch to drive excitement and engagement.



# Ongoing marketing support

Product marketing continues long after the launch and will only stop when the product reaches its end of life. The role of product marketing here, is to continue to refine and promote the product. It achieves this by ongoing analysis of customer feedback and competitor analysis.

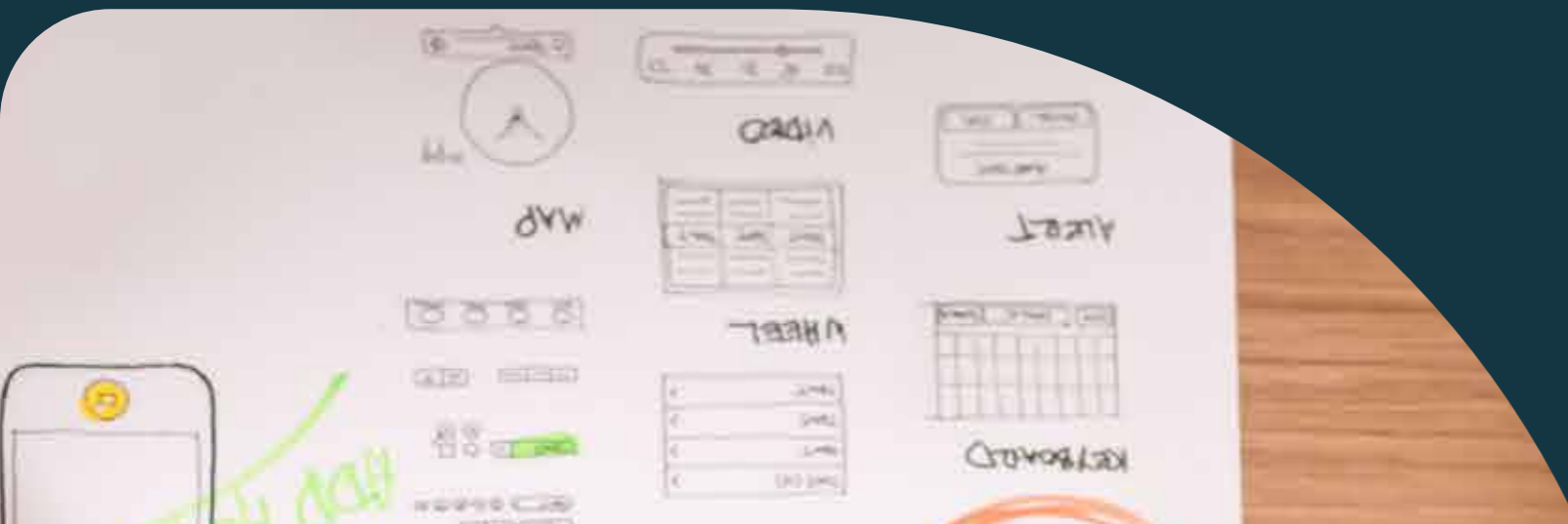
## Customer feedback

This valuable feedback will allow you to understand how it is being viewed in the marketplace. It will highlight what features customers like and what features they don't. This information needs to be shared with the product management team to integrate into the roadmap. You can then be confident that the product is developed in-line with customer expectations and needs.

## Competitive analysis

Keeping a close eye on the competitor products and strategies will help to identify opportunities for differentiation. It will also give you insights on how they are performing, what activities they are doing, and if there are gaps in the market that you can exploit.

By keeping abreast of how the marketplace is developing, and incorporating feedback from the customers, product marketing will continually evolve the marketing strategy to ensure it is finely tuned to the environment you are playing in.



A hand holding a pink marker is drawing on a whiteboard. The whiteboard has several diagrams and text, including a yellow circle with 'MARKETING' written inside, and some text that is partially obscured. A smartphone is visible in the upper left corner, displaying various app icons. The background is a wooden desk.

# A very **LARGE** toolbox

After covering all of the above, it is a little scary to think about the complete skill set a product marketer needs to fulfil their duty. Where a social media manager, website guru, or content creator will only have one discipline to worry about, a product marketer will need to cover the entire spectrum, and then some.

To be successful, product marketing needs to be a strategic function within your organisation that focuses on the development, positioning, and promotion of your product or service to the target market. And because it involves understanding the market dynamics, identifying customer needs, and developing effective marketing strategies to drive awareness, adoption, and sales, it needs to have strong relationships with all the other departments it touches upon.

A lot of it comes down to efficient working practices and clear communication between departments. By having your product marketing as the linchpin for your sales, marketing, product, and customer service teams you will have the foundations for a strong and successful product marketing function.

# How does product marketing interact with other departments?

Product marketers depend upon the other departments in your business. They need critical information that only your product team will have, feedback that only your customer services team receives, sales engagement figures only your sales team will have, and so on. Without this, they will only be able to do a half-baked job.

Let's take a look at what these relationships look like, and what shared information is needed?

# Product Management Team

Your product managers need to be talking with your product marketers from the very beginning. This, is the start of the entire process and will allow your marketers to understand what the product is, how it works, and its purpose. This information will be the bedrock from which everything is built.

With this information in hand, they can start their market analysis. Your market analysis helps you to understand the target market and the competitive landscape. Through this understanding, you can ensure the product is developed in line with market needs and addresses the pain points of your customers.

Once launched, the conversation will change. Relaying customer feedback, both positive and negative, will help to ensure you can elevate customer satisfaction as high as possible. With high customer satisfaction comes repeat business and referrals.

The feedback will also help to develop the product roadmap for future development. For example, if customer services are getting a proportionately high level of feedback asking for an export feature on an IT product, surely this is something you would want your product team to look into.





# Sales Team

For clarity, we are grouping your sales and business development teams together. Your sales team needs marketing materials emphasising the product's benefits to help them engage with potential customers. These materials are often referred to as sales enablement collateral.

The collateral they need will depend upon who the customer is, how the customer digests their information, and at what stage in the marketing hourglass the customer sits. So, product marketers need to ensure they develop a variety of collateral for the sales team to rely upon. The sales team are then equipped to engage with all leads regardless of their purchasing stage.


Of course, this also means product marketers need a clear understanding of sales targets, and the sales team need to be briefed on the personas who are most likely to purchase the product. Clear communication here will allow for an increased number of deals, and as a result, revenue to grow.

# Customer Services Team

Much like the sales team, we are grouping two departments together, your customer services team and account managers.

This group has the ears of the customer. Your account managers are focused on ensuring your customers are fully benefiting from your product. They will know first-hand how it is being received and be able to report back to you features that are loved, hated, or missing.

This is all critical information for the product marketer to collate and relate to the product manager. This will help shape the product strategy. It will also help identify customer success stories that can be developed into case studies for the sales team.



# Marketing Team

Don't let your product marketers go it alone.

They cannot be everything to everyone. For them to work effectively, they need a good marketing department behind them. That means:

- **content creators** helping with blogs, whitepapers, case studies, etc.
- **graphic designers** focusing on the layout and delivery of the marketing collateral and a
- **digital team** for distribution across all platforms.

Depending upon your industry, and how you have structured your marketing plan, you may want to add additional marketing capabilities like event management. This will depend upon the environment your product plays in and how you wish to set up your marketing mix.

Clear lines of communication will allow for the transformation of vision statements, key facts, and other bits of information to be translated into engaging collateral. Your sales and customer services teams can then use the collateral to their best ability and take it forward to the market.





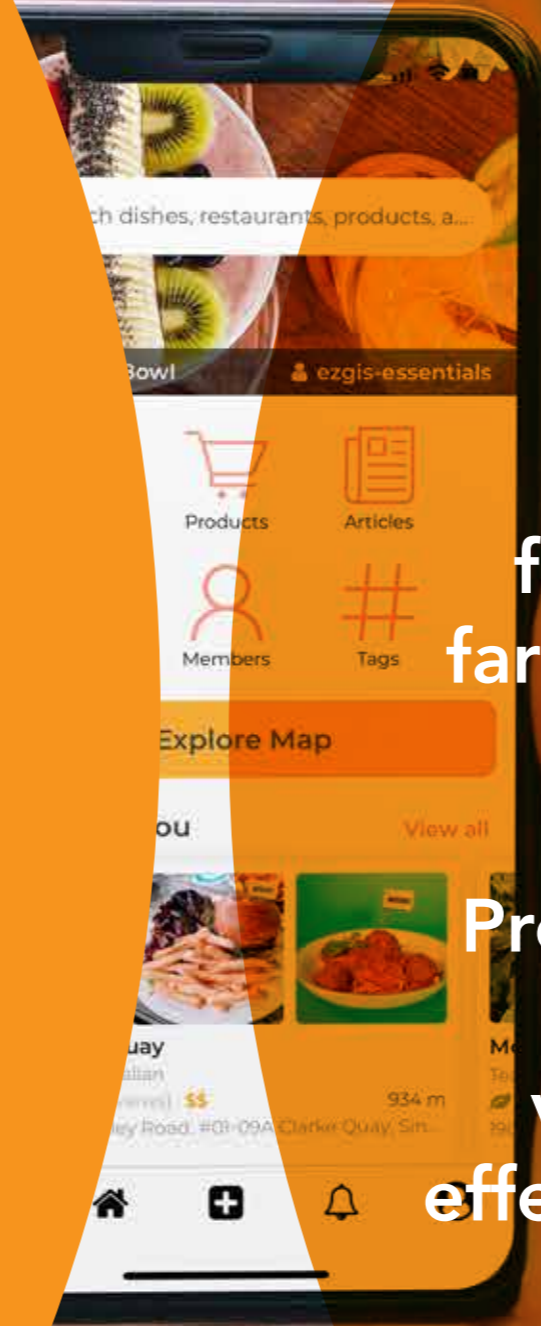
# Communication is key

It's easy to see how the different departments compliment each other. To help visualise it better we have created this diagram for you.

The product marketer needs to be the linchpin in all of this to ensure an effective, cohesive marketing effort is conducted. As well as developing and executing the marketing strategy and plan, they ensure that all departments have all the information they need to succeed.

Achieving this will inevitably lead to success for the product, but also the company as a whole.

# Benefits of product marketing



Seeing how product marketing interacts across the company shows the value it can bring.

A company that has its departments closely linked will function at a higher rate and be far more effective than those that work with a silo mentality.

Product marketing plays a critical role in this, as it is reliant on a variety of departments to work effectively. But if we look closer at product marketing, what advantages will it bring to your



## Competitive advantage

Through conducting in-depth market research and competitor analysis, product marketing will identify the unique selling points and competitive differentiators of your product. By emphasising these strengths in the messaging, product marketing will create a distinct competitive advantage in the marketplace, ultimately making it harder for your competitors to replicate or outperform you.



## Improved customer understanding

Product marketing involves gathering customer insights, conducting market research, and analysing customer feedback. By doing these activities, you will gain a deeper understanding of your customers' needs, pain points, and preferences. By incorporating these insights into product development and marketing strategies, you will deliver products that better meet customer expectations, resulting in improved customer satisfaction and loyalty.



## Clear product positioning

Product marketing ensures your product is positioned effectively in the market, distinguishing it from similar offerings and clearly communicating its value to your customers. This helps your customers understand how the product will solve their problems, or meet their needs better than your competitors' alternatives. It will then make it easier for your customers to make purchasing decisions that will favour your product.



## Targeted marketing efforts

Product marketing provides the focus for your marketing efforts on specific target market segments. By understanding customer personas and preferences, your product marketers can create tailored marketing campaigns and messages that resonate with the target audience, increasing the likelihood of capturing their attention and driving conversions.



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## Data-driven decision making

Product marketing relies on data and analytics to measure the effectiveness of marketing campaigns, track customer engagement, and evaluate market trends. By leveraging these insights, you can make data-driven decisions to optimise marketing strategies, and continuously improve their efforts. You will gain a more efficient resource allocation and improved return on investment (ROI).



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## Effective sales enablement

Product marketing collaborates closely with the sales team to provide them with the necessary tools, resources, and messaging to effectively sell the product. By equipping your sales team with compelling product messaging, competitive analysis, and sales collateral, product marketing enables your sales representatives to have more impactful conversations with potential customers, leading to higher conversion rates and overall revenue growth.



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## Efficient product launches

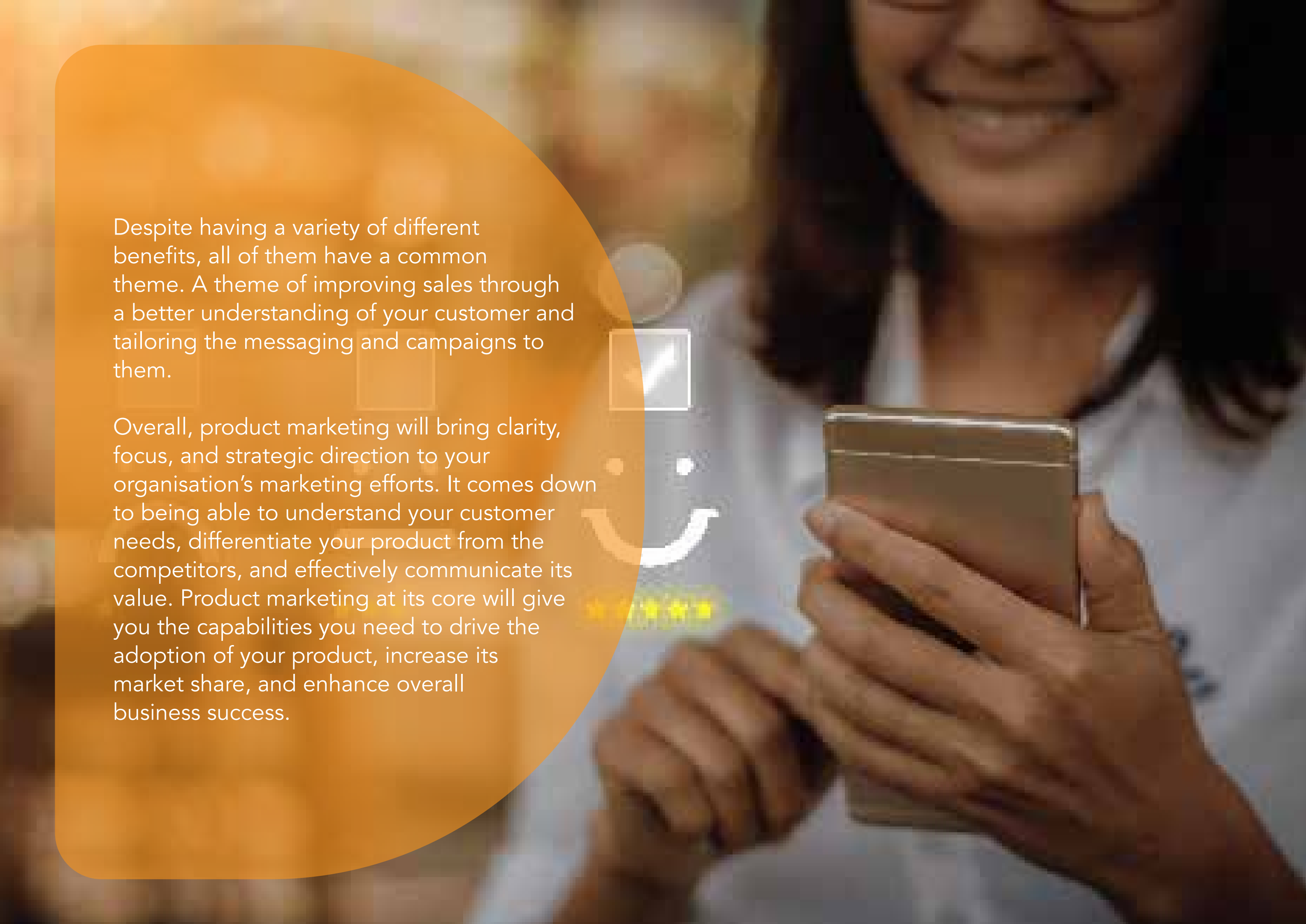
Product marketing plays a critical role in planning and executing successful product launches. By developing go-to-market strategies, coordinating marketing activities, and generating excitement around the product, product marketing ensures a smooth and impactful launch. This provides the foundation you need for your product, delivering the initial momentum and market penetration of the product for you to leverage for future growth.



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## Increased product adoption

Effective product marketing drives the adoption of your product by creating awareness, generating interest, and communicating the value of your product to its target audience. By highlighting its benefits and addressing customer needs, product marketing encourages customers to try your product, leading to increased sales and market share.



Despite having a variety of different benefits, all of them have a common theme. A theme of improving sales through a better understanding of your customer and tailoring the messaging and campaigns to them.

Overall, product marketing will bring clarity, focus, and strategic direction to your organisation's marketing efforts. It comes down to being able to understand your customer needs, differentiate your product from the competitors, and effectively communicate its value. Product marketing at its core will give you the capabilities you need to drive the adoption of your product, increase its market share, and enhance overall business success.

# How to win at product marketing

Understanding product marketing and winning at it are two different beasts. Winning at product marketing requires a strategic and comprehensive approach.

To be successful you need to cover a variety of areas and ensure they are all linked together. Follow these 10 steps

## 1 Understand your target market

**Action:** Conduct thorough market research to identify your target audience's needs, preferences, and pain points.

**Result:** This knowledge will enable you to position your product effectively and tailor your marketing efforts to resonate with your audience.

## 2 Develop a compelling value proposition

**Action:** Clearly articulate the unique value your product offers to customers.

**Result:** Your value proposition will highlight your customers' problems, giving you the base for creating compelling marketing messaging.

## 3 Create a strong brand identity

**Action:** Build a brand that reflects the essence of your product and resonates with your target market.

**Result:** A strong brand will help to differentiate your product from the competitors, while also making it memorable to the customers.

## 4 Craft a comprehensive marketing plan

**Action:** Outline your marketing goals, strategies, and tactics. Identify the most effective channels to reach your target audience.

**Result:** You will have a complete go-to-market marketing plan for maximum impact.

## 5 Prioritise customer-centricity

**Action:** Place your customers at the core of your marketing efforts.

**Result:** You will have customer personas to guide your messaging ensuring it addresses their specific concerns and desires.

**Winning** at product marketing is an **ongoing process.**





## 6 Leverage data and analytics

**Action:** Use data to measure and evaluate the effectiveness of your marketing campaigns.

**Result:** This data will help you refine your strategies, optimise your marketing efforts, and make data-driven decisions.

## 7 Build strong relationships

**Action:** Foster a connection with your customers through personalised interactions, exceptional customer service, and ongoing communication.

**Result:** You will build strong and lasting customer engagement and satisfaction, enabling a strong customer retention base.

## 8 Collaborate with other teams

**Action:** Maintain close working relationships with product development, sales, customer support, and other relevant teams within your organisation.

**Result:** These efforts will help to build a seamless customer experience and consistent messaging across all touchpoints.

## 9 Stay agile and adapt

**Action:** Continuously monitor market trends, competitor strategies, and customer feedback.

**Result:** Be ready to adapt your marketing approach based on changing dynamics to stay ahead of the competition and meet evolving customer needs.

## 10 Innovate and iterate

**Action:** Seek opportunities to enhance your product marketing efforts by keeping up with emerging marketing trends.

**Result:** By consistently innovating the way you communicate you can ensure your messaging stays fresh, and it stays in the channels your customers use the most.



Winning at product marketing is an ongoing process. It requires constant evaluation, refinement, and adaptation to ensure it keeps the product relevant in the minds of your customers. In short, make sure you stay focused, listen to your customers, and strive for continual evolution.

# Common mistakes of Product Marketing

Product marketing is a highly effective method of enhancing your efforts and increasing your sales. However, with every activity, there are common mistakes organisations make when implementing product marketing that you should try to avoid.

To help you dodge them, we have listed out our top 8 pitfalls.

## 1 Lack of market research

If you don't conduct proper market research, how are you going to know what strategies to use? Without a deep understanding of the target audience, their needs, and the competitive landscape, you're going to struggle to position your product effectively and meet customer expectations.

## 2 Poor product positioning

If your product's value proposition is not effectively communicated, customers will not understand why they should be choosing you over your competitors offerings. Essentially, through inaccurate and unclear product positioning you're going to hinder your product's adoption and end up confusing your customers.

## 3 Ineffective communication and messaging

Continuing along a similar line, poorly crafted messaging or inconsistent communication across marketing channels will confuse customers and dilute the impact of product marketing efforts.

## 4 Ignoring customer feedback

Wait... Ignoring your customers' feedback? I'm sure that's not you, but if you do you're going to miss opportunities and end up increasing dissatisfaction among your customers. In the worst-case scenario ignoring or, even worse, dismissing customer feedback can lead to product features that do not align with market needs. Ultimately leading to product failure.

## 5 Overemphasis on features instead of benefits

Customers are more interested in how the product solves their problems or improves their lives, rather than a laundry list of technical specifications. Focusing on the benefits is best practice across marketing these days. Failing to communicate the value and benefits effectively can lead to customer disengagement.



## 6 Lack of alignment with other departments

Forget the silo mentality, that was so 1990s. Or 2000s, perhaps even 2010s? Actually, we still see it today which pains us. Product marketing without clear communication lines with other departments will end up with missed opportunities, poor messaging, and a lack of knowledge to do their job properly.

## 7 Lack of data-driven decision-making

By not making the most of the data you collect and analysing it thoroughly, you will not be able to measure the effectiveness of your campaigns and maximise the ongoing efforts. Remember to track and analyse the key metrics of your campaigns to understand what is working and what isn't.

## 8 Neglecting post-launch activities

Successful product marketing extends beyond the initial product launch. Neglecting post-launch activities such as ongoing customer communication, customer support, and gathering feedback, can result in customer churn and missed opportunities for upselling or cross-selling. Product marketing should focus on maintaining customer engagement and satisfaction throughout the product lifecycle.

**We hope that by highlighting these common mistakes, you will be able to take proactive steps to avoid them.**



# Realising the benefits of product marketing

Product marketing is so much more than just marketing. It's about market research, customer engagement, product development and then some. The purpose of it is to ensure you maximise the impact of your product in the marketplace.

Because of that, and its scope, it has the potential to be a driving force for your company in realising the true potential of your product. Not just in sales but also in its evolution and longevity. That's what product marketing will bring over traditional marketing. It's almost like it's a constant health check to ensure your efforts are working at maximum efficiency.

In our minds, effective product marketing boils down to two things. Teamwork – ensuring you have clear and effective communication between your departments (zero silos). And customers – placing them at the heart of everything you do to ensure your product is tailored to them, your messaging resonates with them, and your data analysis actively reports back on how they are engaging.

While product marketing is best when it is incorporated from the beginning of a product, it can also be implemented in products that are already up and running. You don't need new products. You will still be able to benefit from improved sales, customer satisfaction, and retention.



How you set up product marketing will depend upon your company. There is no one way to approach it, and it will all depend upon your company, your product, and your market.

But the thing is, we love product marketing. It's just awesomely fully inclusive. So, if you would like to know more about it, how to implement it, and how to get the most out of it please get in touch.

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[www.adexe.online/contact-us](http://www.adexe.online/contact-us)