

•1 Product Nutshell - Marketo

▼ 1.1 Product Name	
▼ 1.1.1 Product Full Name	<div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Clearly state the product name. Structure: Single line. Content Guidelines: Use the official product name. Example: Marketo</div><div>[INSTRUCTIONAL NOTE END]</div></div> <div><div>• 1.1.1.1 Product Description</div><div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Provide a brief, memorable definition of the product. Structure: Short paragraph. Content Guidelines: Focus on what the product is and its core functionality. Example: Marketo is a leading marketing automation platform that helps businesses streamline their marketing efforts.</div><div>[INSTRUCTIONAL NOTE END]</div></div></div>
▼ 1.2 Elevator Pitch	
• 1.2.1 Pitch	<div><div>[INSTRUCTIONAL NOTE START]</div><div>Best Practice for Section 1.2.1 – Elevator Pitch</div><div>Purpose: This section should help a new seller quickly and confidently communicate the product's value in under 45 seconds. The pitch should be tailored to resonate with a \$2B buyer and spark curiosity for a follow-up conversation.</div><div><div>✔ Structure of a Brilliant Elevator Pitch</div><div><div>1 Target Audience Hook</div><div><ul style="list-style-type: none">Start with a relatable pain point or challenge your target persona faces.Example: "Most enterprise marketers struggle to personalize campaigns at scale..."</div><div>2 Product Value Proposition</div><div><ul style="list-style-type: none">Clearly state what the product does and the outcome it enables.Example: "...Our platform uses AI to automate segmentation and content delivery..."</div><div>3 Differentiator</div><div><ul style="list-style-type: none">Highlight what makes your product stand out from competitors.Example: "...Unlike traditional tools, we integrate with your existing stack in minutes"</div><div>4 Curiosity Driver</div><div><ul style="list-style-type: none">End with a statement that invites further conversation.Example: "It's like having a marketing team that never sleeps"</div></div><div><div>🔴 Best Practice Guidelines</div><div><ul style="list-style-type: none">Length: 30-45 seconds or ~75 wordsTone: Conversational, confident, and jargon-freeFocus: Outcomes and benefits, not featuresAudience: Tailor to the person's role, goals, and pain pointsAvoid: Overloading with technical detail or closing language</div></div><div><div>[INSTRUCTIONAL NOTE END]</div></div></div></div>
▼ 1.3 Main Components/Modules	
▼ 1.3.1 Module 1 - Module Name	<div><div>• 1.3.1.1 Description</div><div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Describe the main components or modules of the product. Structure: Bullet points or short paragraphs. Content Guidelines: Focus on what each module does and why it matters. Example: Module 1: Campaign Management - Helps businesses create, manage, and optimize marketing campaigns.</div><div>[INSTRUCTIONAL NOTE END]</div></div></div> <div><div>▼ 1.3.2 Module 2 - Module Name</div><div><div>• 1.3.2.1 Description</div><div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Describe the main components or modules of the product. Structure: Bullet points or short paragraphs. Content Guidelines: Focus on what each module does and why it matters. Example: Module 2: Lead Scoring - Automatically scores leads based on their behavior and engagement.</div><div>[INSTRUCTIONAL NOTE END]</div></div></div></div>
▼ 1.4 Use-case & Pain Points Solved	
• 1.4.1 Pain Points addressed by product	<div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Explain what problems the product solves for customers. Structure: Bullet points or short paragraphs. Content Guidelines: Focus on the most common and impactful pain points. Example: Pain Point: Difficulty in personalizing marketing campaigns at scale.</div><div>[INSTRUCTIONAL NOTE END]</div></div> <div><div>• 1.4.2 Use-cases</div><div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Provide realistic scenarios that illustrate the product's value. Structure: Bullet points or short paragraphs. Content Guidelines: Use real-world examples that resonate with the target audience. Example: Use-case: A marketing team uses the platform to automate email campaigns, resulting in a 20% increase in engagement.</div><div>[INSTRUCTIONAL NOTE END]</div></div></div>
▼ 1.5 Target Audience Persona	
▼ 1.5.1 Persona #1 - Persona Name	<div><div>• 1.5.1.1 Description</div><div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Help sellers understand who they're talking to—what motivates them, what challenges they face, and how the product fits into their world. Structure: Bullet points or short paragraphs. Content Guidelines: Focus on the persona's role, goals, challenges, and buying motivations. Example: Persona: Marketing Operations Manager - Goals: Improve campaign efficiency, reduce manual work - Pain Points: Too many disconnected tools, slow reporting - Motivation: Wants a unified platform that saves time and proves ROI.</div><div>[INSTRUCTIONAL NOTE END]</div></div></div>
▼ 1.5.2 Persona #2 - Persona Name	<div><div>• 1.5.2.1 Description</div><div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Help sellers understand who they're talking to—what motivates them, what challenges they face, and how the product fits into their world. Structure: Bullet points or short paragraphs. Content Guidelines: Focus on the persona's role, goals, challenges, and buying motivations. Example: Persona: Sales Manager - Goals: Increase lead conversion rates, shorten sales cycles - Pain Points: Lack of quality leads, inefficient sales processes - Motivation: Needs a tool that provides high-quality leads and streamlines sales activities.</div><div>[INSTRUCTIONAL NOTE END]</div></div></div>
▼ 1.6 Competitive Landscape	
▼ 1.6.1 Competitor #1 - Competitor Name	<div><div>• 1.6.1.1 Description</div><div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Describe the main competitors and how the product compares. Structure: Bullet points or short paragraphs. Content Guidelines: Focus on key differentiators and competitive advantages. Example: Competitor: HubSpot - Differentiator: Marketo offers more advanced lead scoring and campaign management features.</div><div>[INSTRUCTIONAL NOTE END]</div></div></div>
▼ 1.6.2 Competitor #2 - Competitor Name	<div><div>• 1.6.2.1 Description</div><div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Describe the main competitors and how the product compares. Structure: Bullet points or short paragraphs. Content Guidelines: Focus on key differentiators and competitive advantages. Example: Competitor: Pardot - Differentiator: Marketo integrates seamlessly with Salesforce and offers more robust analytics.</div><div>[INSTRUCTIONAL NOTE END]</div></div></div>
▼ 1.7 Product Descriptors	
• 1.7.1 What the product does	<div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Explain the core functionality of the product. Structure: Short paragraph. Content Guidelines: Focus on the main features and capabilities. Example: Marketo automates marketing campaigns, scores leads, and provides detailed analytics to optimize marketing efforts.</div><div>[INSTRUCTIONAL NOTE END]</div></div>
• 1.7.2 Why it is important for our customers	<div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Explain the value and outcomes the product delivers to customers. Structure: Short paragraph. Content Guidelines: Focus on the benefits and impact on the customer's business. Example: Marketo helps businesses increase engagement, improve lead conversion rates, and streamline marketing processes.</div><div>[INSTRUCTIONAL NOTE END]</div></div>
• 1.7.3 Why you (seller) should care about this product	<div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Explain the relevance and revenue potential of the product for sellers. Structure: Short paragraph. Content Guidelines: Focus on sales incentives, upsell opportunities, and strategic value. Example: Selling Marketo can lead to higher commissions, increased customer satisfaction, and long-term client relationships.</div><div>[INSTRUCTIONAL NOTE END]</div></div>
• 1.7.4 Key features that differentiate product	<div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: Highlight what makes the product stand out from competitors. Structure: Bullet points or short paragraphs. Content Guidelines: Focus on unique features and competitive advantages. Example: Key Features: Advanced lead scoring, seamless integration with Salesforce, robust analytics.</div><div>[INSTRUCTIONAL NOTE END]</div></div>
• 1.8 Glossary of Terms	<div><div>[INSTRUCTIONAL NOTE START]</div><div>Purpose: List all key terms, acronyms, and product-specific language. Structure: Bullet points or short paragraphs. Content Guidelines: Provide clear, concise definitions. Example: Lead Scoring: The process of assigning a score to leads based on their behavior and engagement.</div><div>[INSTRUCTIONAL NOTE END]</div></div>