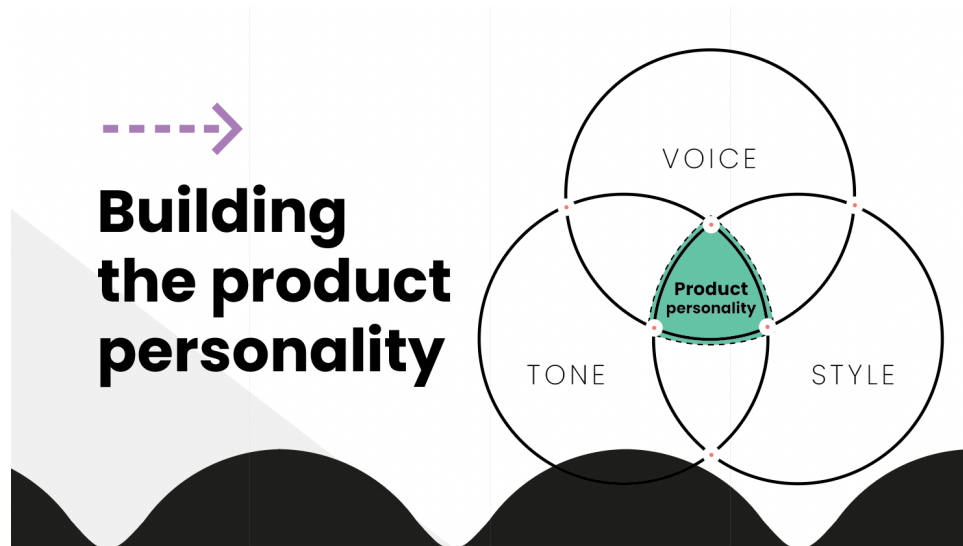# Article Group Product Marketing Glossary - Essential Terms from A-B Testing to Voice of Customer Including GTM, Sales Enablement, and Brand Strategy Definitions

The essential product marketing

glossary

What's the true goal of marketing? It's getting your business and your potential customer base to meet, get to know

each other, and become very good – and, ultimately, lifelong – friends. Getting there, though, means facing an

arsenal of jargon, complex terminology, acronyms, and expressions.

For those with little more than a basic understanding of the product marketing process, it's a lot to take in. Some of

the terms can sound similar, although they may actually be worlds apart in real-world situations. Meanwhile, the

meanings of other expressions can change depending on who's saying them. It really can seem like a foreign

language.

To help you and ourselves, we've compiled a list of essential product marketing terms to reference when building

proposals, conversing with clients, and selling projects.

This list is evolving just as we at Article Group are, so keep it bookmarked.

A A/B test

A controlled experiment to compare two versions of something to figure out which

performs better, done by splitting an audience or user base.

Alpha test

Testing performed internally to identify glitches before releasing a product to real users or the public.

Audience

The intended group of consumers, partners, or stakeholders of a specific marketing strategy.

B Battle cards (or battlecards)

Concise, actionable summaries of a product, the market, the competition, and existing customers. They provide sales teams with quick responses to prospective customer questions about how the competition stacks up.

Beta test

Testing of a nearly finished product by real users prior to its widespread commercial release.

Blocker

Anything that prevents the progress of a project. Blockers may be raised by people, technical or communication issues, task or time management, or dependencies.

Brand identity

The distinct amalgamation of the voice and visual appearance of a brand, used to differentiate and communicate its vision to its consumer.

Brand point of view (POV)

The way a brand views "the world," and what that brand stands for in it.

Brand strategy

A plan of action or guiding policy that determines the image an organization wants to establish with its target audience.

Business development (BD)

A practice that develops and implements growth opportunities within (and between) organizations in a sustainable and profitable way.

Business strategy

A plan of action or guiding policy designed to achieve the high-level, long-term goals of an organization. It's developed through learning, critical thinking, and

understanding challenges.

Buyer persona

Semi-fictional depiction of an ideal customer based on market research and customer data.

C Case study

A detailed examination of a customer's success with a company's product or service.

Churn rate

A measure of the health of a product based on the percentage of customers who stop using it over a given period.

Competitive landscape

A complete description of companies that deliver similar products to a target market. The landscape includes mission, vision, core values, niche market, strengths, and weaknesses.

Content

An evolving, always "breathing" collection of information, ideas, and messages on a wide scale of media (social media, blog posts, white papers/eBooks, video), all relating to a company and its purpose.

Content strategy

A plan for addressing an audience with topical, high-quality, valuable material that has a specific altitude, voice, and tone.

Conversion

The point when an individual targeted by a marketing message performs the action intended by that message (setting up a demo appointment, signing up for a newsletter, purchasing a product, etc.).

Core narrative

A foundational story about a company, brand, or product that establishes what it does, why it matters, and how it delivers value.

Creative brief

A simple document that lays out the approach to a creative task. It serves as a

primary framework for thinking and communicating about creative strategy.

Creative strategy

An intentional approach to telling a specific story and developing assets that support business growth.

Customer benefits

The reasons a product/service is valuable to the customer, based on value propositions – whether tangible, functional, or emotional – that a customer base would recognize.

Customer journey map

A diagram – or several diagrams – that depict(s) the stages customers go through when interacting with a company. Generally, it starts with interacting with sales reps, followed by doing research online, then accessing customer service or airing grievances on social media.

Customer lifetime value

A metric that determines the total amount of income a business can expect to bring in from a specific customer relationship.

D Deliverable

A quantifiable service, answer, or piece of content that is provided at a project's milestone.

Discovery guide

A simple document outlining what needs to be understood in order to solve a client's problem and how to go about understanding it.

Distribution

The process of making a product, service, or piece of content available to an intended audience.

Double-loop thinking

Developed by business theorist Chris Argyris, this concept is the process of modifying goals or decision-making rules based on the results of experience.

E Eisenhower Matrix

A method of task management that discerns prioritization. It stems from a quote

attributed to President Dwight D. Eisenhower: "I have two kinds of problems, the urgent and the important. The urgent are not important, and the important are never urgent."

Empathy map

A visual tool used by organizations to understand their customers' needs, desires, and pain points.

F Feedback loop

The process of taking a result – particularly customer feedback – and using it to guide such future business decisions as product or service improvements.

Field marketing

A technique that introduces a product to the target audience via physical engagement. It includes events, promotions, samples, and other channels that will reach prospective customers directly.

G General availability

The release of a product to the general public.

Go to market (GTM)

The first, full-scale, public availability of a product or update to its target audience.

Go-to-market (GTM) strategy

An action plan that details how to introduce or relaunch a product, deliver on key value propositions, satisfy customers, and meet revenue/profit expectations.

I Inbound marketing

A buyer-centric approach that uses helpful, relevant content – such as social media, blog posts, and webinars – as well as search engine optimization (SEO) to pull in, interact with, and maintain a specialized customer base.

Insight

An interpretation of facts that reveals an opportunity to make a desired impact.

Insight report

A summary of the most compelling insights, meaningful opportunities, and valuable strategic recommendations, based on research or data analysis.

Integrated campaign

A cross-channel marketing strategy that delivers consistent messaging to a specific audience across different platforms.

Internal marketing

Promotion of a company's objectives, products, and services to employees within the organization.

Iteration

A cycle of change and refinement to a product/service, and the brand messaging or marketing process associated with it, based on a feedback loop.

K Kickoff

An initial meeting of specialists, stakeholders, and/or team members before starting a project.

KPI Alignment Wheel

A tool created by Article Group for matching marketing goals to performance measurements.

L Logo

A visual signifier of a brand's existence, used to help audiences identify that brand instantly.

M Market segmentation

The process of dividing a target market into approachable groups based on demographic, psychographic (i.e., values, attitudes, fears), behavioral, and geographic factors.

Marketing collateral

All pieces of media used to promote a product/service, from digital (blog posts, social media), to audio-visual (commercials, webinars, videos), to printed (e-books, posters).

Marketing plan

A strategic roadmap that defines how a business will achieve its marketing goals for a specific amount of time.

Marketing qualified lead (MQL)

A prospective customer who is not yet in the sales cycle but has been identified as

more likely to complete a purchase.

Messaging framework

A simple, universal breakdown of a brand messaging hierarchy. It embodies and communicates a company's product messaging coherently, canonically, and with uniformity.

Messaging strategy

An articulation of what and how to convey updates or value propositions about a brand, product, or initiative.

Mockup

A visual, artistic representation of what a finished product will look like – often in the context of an in-action, real-world use case – for demonstration, education, or promotion purposes.

O Outbound marketing

A marketing strategy that uses direct, widespread means – such as advertising cold calling, web page popup and banner ads, and mailings – to reach a large general audience.

P Pitch deck

A presentation created to introduce a proposed solution to a prospective client.

Product adoption

The process by which a target audience becomes aware of a product, understands its value, and evolves into regular users.

Product lifecycle

The length of time from a product first being introduced to consumers until its removal from the market.

Product positioning

A strategic exercise of deciding and communicating how a business wants its target market to feel about its offering. The process includes identifying the audience, recognizing what they need, and determining how the product will help.

Product release plan

A tactical document that summarizes the process for releasing a new product to

the market. It comprises user and market research, beta testing, user onboarding plans, and promotional content such as press releases and advertising campaigns.

Product requirements document (PRD)

An outline that details a product's requirements, including its purpose, features, functionality, behavior, and value.

Product roadmap

A plan of action for how a product or solution will evolve over time to address customer needs.

Product strategy

The strategic vision for a product/service, including its unique value proposition, its target audience, and how it will benefit the company.

R Retrospective

An assessment during or at the end of a campaign, reviewing what went/is going well, what went/is going poorly, and what can be made better for the next product development cycle. It ties in with double-loop learning.

S Sales deck

A pitch (often in the form of a deck) that showcases a product/service's features, benefits, and value proposition as a solution to a potential buyer's problem.

Sales enablement

The process of providing a sales organization with the information, content, and tools it needs in order to successfully engage with buyers.

Sales funnel

A consumer-focused marketing model that illustrates the theoretical customer journey toward the purchase of a good or service.

Sales qualified lead (SQL)

A prospective customer who has entered the sales cycle and is actively in the market for a product.

Strategy

A plan of action or guiding policy designed to achieve a broader aim, resulting

from a process of learning, critical thinking, and understanding challenges.

SWOT analysis

A study of the strengths, weaknesses, opportunities, and threats (SWOT) a company faces when bringing a product/service to market.

T Thought leadership

A marketing strategy to position someone from a brand as an expert and authority within their industry, generally as the author of marketing content.

Three-layer storytelling

A narrative device based on knowing (1) what an organization wants to say; (2) who its audience is and what moves them; and (3) crafting the story to fit that audience.

Tone

A brand's unique style and attitude used in communicating with its audience, which changes based on context.

Total addressable market (TAM)

The potential demand — and revenue opportunity — for a product/service, regardless of a company's current ability to fulfill it.

U Usability testing

The process of evaluating a product/service by vetting it with representative users within a structured environment.

Use case

A document that describes a specific situation in which a product/service could be used. An effective use case defines how users interact with the product to solve business or technical challenges.

User experience (UX) research

A set of practices that focus on observed behavior to identify how a product/service fits customers' wants, needs, and abilities.

V Value proposition

A promise to a customer or market segment that a product/service will benefit them in a specific way.

Voice

The consistent and unchanging personality of a brand, initiative, or content series.

Voice of customer (VoC)

A summary of customers' feedback about their experiences with a product or

product category.

W Wireframe

A schematic, two-dimensional representation of the structure and flow of a web

page or application interface.

More ideas from us to you

Test your product's personality with our Brand Never mind the Lions, here's a creative Find your brand's POV

Libs scorecard

When a brand expresses a point of view about the

While a product POV represents what your product Creative work is less about impressing each other than world it shares with its customers, it deepens the

has to say about the world around it, a product about creating breakthrough communications that connections between them.

personality is how your product says it. move people.

Chris Lewis

Chris Lewis Chris Lewis

Things we've done well

Launching a first-ever education division

to unlock scientific thinking.

View project