



Software Product Management

Marketing

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Marketing concepts for Product managers

Contents



- Concepts in marketing
 - 4Ps of marketing
 - Pricing strategies
 - Positioning & messaging (Al Reis)
 - Product marketing
 - Content marketing
 - Go to market strategy
-

Definition



What is marketing?

- American Marketing association “..... creating, communicating, delivering offerings that have value for customers, clients, ...”
 - Peter Drucker “... Aim of marketing is to make sales superfluous. Understand the customer so well that the product sells itself....”
-

Concepts in Marketing

(Marketing Management book by Philip Kotler)



- Customer needs
 - Stated (inexpensive car),
 - Unstated (Good service),
 - Delights (Onboard GPS)
- Target market & Segmentation: Some examples
 - By Industry to which customer belongs
 - By Customer size and sales potential
 - By Geography

How does Salesforce address different customers segments?



Customer Focused Coverage Model

Effective sales deployment sustains growth

Transformation

Buyer: CEO
Value: Digital Transformation
Product: ELA

Verticals

Buyer: GM
Value: Customer Experience
Product: Industry Clouds

Multiple Clouds

Buyer: CIO
Value: Integration
Product: Clouds + Customer 360 + Mulesoft

Clouds

Buyer: Line-of-Business Owner
Value: Organizational Productivity
Product: Clouds + Add-Ons

Essentials

Buyer: Owner
Value: Solve Acute Problem
Product: Essentials

Concepts in Marketing

(Marketing Management book by Philip Kotler)



Positioning:

- Creates a position in the prospects mind based on the value of the product to the market segment and how different it is from the competition
- Examples
 - Volvo - Safest car
 - Porsche - Pleasurable and exciting driving experience
 - Toyota – High quality
 - Accenture: Innovative solutions (“Innovation delivered”)
 - TCS: Value for money
 - Apple: Innovative, Creative
 - Salesforce: User friendly – Easy to setup, easy to use, customizable
 - Airbnb: Local experience
 - BYJU’s: High quality coaching

Ways to position



- Be the first:
 - People remember Neil Armstrong was the first to land on moon. Not many remember his colleague who landed next
 - People remember BigBasket for grocery and vegetables because it entered the market first (First mover advantage)
- Find a niche:
 - Apna is a job finder for blue collar workers
 - Tally is for Small and Medium Enterprises
- Differentiate from competition
 - Sketch is very easy to use compared to Photoshop
 - Progressive Auto Insurance is quick claim settlement

Exercise



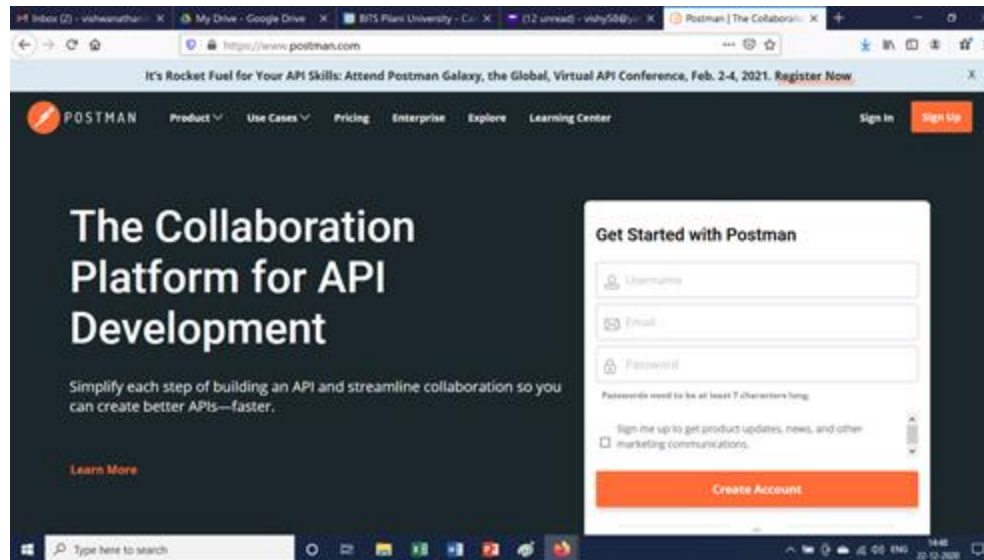
How can you help position these products?

- Postman
- Kissflow

Messaging



- Positioning & Messaging are closely linked
- Messaging is how you communicate value proposition using simple & clear words
- Messaging of Postman:



Messaging: AirBnB



Messaging: Example

innovate

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How it works

Search...



Search your favorite
local restaurants

Order...



Order directly through
our websites or apps

Eat!



Restaurant prepares
and delivers your food

grubHub
happy eating

seamless
powered by grub

Messaging example: iPad



Your next computer is not a computer.

It's a magical piece of glass.
It's so fast most PC laptops can't catch up.
It has pro cameras that can transform reality.
And you can use it with touch, pencil,
keyboard, and now trackpad.
It's the new iPad Pro.

Watch the film 


Concepts in Marketing



- Branding
 - *Branding* helps to identify a product and distinguish it from other products and services.
 - Branding consists of Logo, name, mission, values
 - Apple creates an image of creative, innovation, easy to use
- Marketing channels
 - Communication channels: newspaper, magazine, mail, internet, blogs
 - Distribution channels: Direct (Internet) and indirect (distributors, retailers, associates)
- Paid, owned and earned media
 - Paid: Newspaper, paid search (Google AdWords)
 - Owned: Web site, blog, Facebook page, Twitter account, LinkedIn
 - Earned: When press, consumers talk about the brand (word of mouth, viral marketing), Trust Radius, Capterra, Product Hunt

Product Hunt: Best new products in tech website








Discussions Deals Jobs Ship ...


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In case you missed it

**Supabase UI**
React component library for enterprise dashboards


**Mock API Generator**
Generate custom data & API to build apps in less than 30s


**Presentations by Canva**
Create beautiful, engaging presentations in minutes

**Wormhole**
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Insight engine for social media
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Legacy L
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Help Desk Software











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 Filter Results ☐ Has Pricing

Top Rated Help Desk Products



These products won a **Top Rated award** for having excellent customer satisfaction ratings. The list is based purely on reviews; there is no paid placement, and analyst opinions do not influence the rankings. [Read more about the Top Rated criteria.](#)

1	 LiveAgent	 9.5 124 ratings
2	 Freshdesk	 8.7 176 ratings
3	 Spiceworks Help Desk	 8.6 212 ratings
4	 Kustomer, from Facebook	 7.9 41 ratings
5	 Zendesk Support Suite	 7.8 653 ratings

Concepts in Marketing



- Impression & engagement
 - Impression: How many viewed the advertisement
 - Engagement: How many “Like”, how many tweeted about it, how many commented on blog, how many shared your content such as video, with their friends & colleagues
 - Value & satisfaction
 - Depends on quality, service and price
-

Competitor analysis



Product Specific	<i>Product Features</i>	
	<i>Pricing</i>	
	<i>Free Tier (?)</i>	
	<i>Customers</i>	
	<i>Product Strength</i>	
	<i>Product Weakness</i>	
	<i>Customer Reviews</i>	
Positioning	<i>How to Win</i>	
	<i>Why Customer should chose us</i>	

Concepts in Marketing



Consumer adoption process (Funnel)

- Awareness
 - Interest
 - Evaluation
 - Trial
 - Adoption
-

Concepts in Marketing



Marketing communication mix

- Advertisement (Newspaper, Magazine, Internet)
 - Sales promotion (short term incentive)
 - Events & experiences (webinars)
 - Public relations & publicity (CSR activity)
 - Online and social media marketing (web sites, blogs, Facebook & Twitter channels, Influencers, search ads, engage customers)
 - Mobile marketing
 - Direct & database marketing (email, Mailchimp)
 - Personal selling (face to face presentations)
-

4Ps of marketing



Pricing example: Kissflow



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For small teams beginning their no-code digital transformation with automated workflows

Includes

- ✓ Form & Workflow Designer
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- ✓ Reporting & Analytics

Most Popular

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Includes 50 users

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For businesses looking for an integrated workflow suite that connects to customers, vendors, and partners

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- ✓ Public Forms
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Enterprise

Starts at **\$1,500*** / mo

Includes 100 users

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For organisations seeking enterprise-grade workflow management with advanced security and controls

Professional +

- ✓ SAML
- ✓ Two Factor Authentication
- ✓ Custom Subdomain
- ✓ IP Whitelisting
- ✓ User Sync
- ✓ White Glove Support

Pricing considerations



Some considerations

- Affordability
- Expectations
- Competition
- Value generated
- Market size

Example Bounce:

We can consider how much user is currently spending to reach Metro station. Can we price it below this?

Exercise



What factors will you consider to price these products? Justify








































- Slack:
 - Value due to easier collaboration and productivity increase
- Spotify:
 - Affordability & Expectations
- Postman:
 - Price of Testing tools, other development tools
- KissFlow:
 - Increase in productivity

B2C: How they got their first 1,000 users

(lennysnewsletter.com)



Acquiring your first 1,000 users

1. Go to your users, offline	       
2. Go to your users, online	    
3. Invite your friends	      
4. Create FOMO	      
5. Leverage influencers	    
6. Get press	    
7. Build a community	 

B2C: How they got their first 1000 users – B2C






























1. Offline: Visit College campus, Malls, Exhibitions, Transit hubs, Startup office
 2. Online: Publish on HackerNews (DropBox), App store (TikTok), Product Hunt (Loom),
 3. Invite your friends: Slack did it
 4. Create FOMO: (Fear of missing out): use tactics like by Invite only, Waiting list,
 5. Leverage influencers: Invite a person who is respected by the customer community to join / subscribe
 6. Get press: Write an article in magazines
 7. Build community: Invite supporters to join
-

B2B: How they found their first ten customers?

(lennysnewsletter.com)



Finding your first ten B2B customers

	Bottom-Up / Self-Service	Sales
1. Tap your personal network e.g. friends, former colleagues, investors, incubator peers	 Figma  slack  asana  coda  Amplitude  stripe  Airtable	 carta  looker  salesforce  workday.  okta  GUSTO  INTERCOM
2. Seek out your customers where they are e.g. online communities, Hacker News, door to door	 Figma  PLAID  Dropbox  shopify  New Relic  ATLASSIAN  Amplitude  Airtable  Segment	 Square
3. Get press e.g. an orchestrated launch	 Canva  twilio  slack	

Content marketing



- Content marketing is strategic marketing and business process focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, and, ultimately, drive profitable customer action. ([HubSpot](#))
 - Important for Search Engine Optimisation
 - Building and engaging a lasting relationship with your audience
 - Increase brand credibility and loyalty
-

Examples of content marketing



Workday

- Focuses on financial management SAAS and enterprise HR, and is a leader in [the Gartner Magic Quadrant](#).
- In relation to their content marketing, their video marketing stands out
- After watching a video, 64% of users are more likely to buy a product online.

Zendesk

- Is a customer service platform, providing great support with self-service and proactive engagement.
 - Their content focused on educating their audience about [the best ways to bring business and customers closer together](#)
-

Content: Zendesk



zendesk

Products Pricing Solutions Demo Services Resources **Get started**

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Blog, guides, and best practices

Events and webinars
Learn from wherever you are

Training and certification
Learn how to use Zendesk and prove your expertise

API & Developers
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See what success with Zendesk looks like

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Champion of custom service



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How to accelerate CX success in 2021

Companies are rapidly acquiring new technologies to reach customers and connect remote teams. Our report provides data-backed best practices to help you keep up.

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Customer service

CUSTOMER SUPPORT MANAGEMENT

Knowledge management

CUSTOMER ENGAGEMENT

Customer loyalty & retention

CUSTOMER ENGAGEMENT

What is customer engagement?

METRICS AND DATA

Customer analytics

SALES PROSPECTING

Sales CRM

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Customer loyalty & retention

what is customer engagement?

Customer analytics

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Product marketing



- Product marketing should have a deep understanding of the customer and the market.
- Before a product launch, product marketers typically own positioning, messaging, gathering customer feedback, and the overall go-to-market strategy for a product.
- After a product launch, product marketers help with sales enablement and focus on driving demand, adoption, and the overall success of the product.

[Ref: drift.com](https://drift.com)

Go-to-market strategy



- Go-to-market strategy is how a company plans to reach its customers
 - It consists of:
 - Defining a target market
 - Pricing strategy
 - Choosing the distribution & marketing channel
 - Decide on support
 - Decide on promotion
 - Decide on market campaign
-

Case study: Tally



Tally marketing

Questions:

- What key lessons can we learn about marketing from this case study?
 - What else could have been done to further strengthen the marketing?
-

Experience sharing



Appendix




Buyer Persona

innovate

achieve

lead

Buyer Persona Profile	Priority Initiative	Success Factors	Perceived Barriers	Decision Criteria	Buyer's Journey
	Persona name	Amanda	Industry, geographic or other segments	B2B	
	Roles	Digital Marketing Manager, Marketing Manager, Agency Owner	Reports to	VP Marketing or Agency Owner	
	Education	Bachelors in Marketing, Advertising, Communications, or equivalent experience	Solutions, Sales Play or Campaign	Email Marketing	
<div><div>MY RESPONSIBILITIES<ul style="list-style-type: none">• Effective planning and implementation of marketing content• Establishing and adjusting strategies to meet goals• Engaging in business partner relationships with clients and/or cross- functional resources• Project management, executing reporting and presenting results• Delivering work product and staying current with industry standards and trends.</div><div>HOW I AM EVALUATED<ul style="list-style-type: none">• Knowledge of marketing project workflow process and digital process lifecycle• Attention to detail and accuracy• Quality of written, presentation and verbal communication skills• Knowledge of digital and social media analytics• Budget management, metrics and reporting, especially demand generation• Ability to work as a member of a persuasive and effective member of a team</div><div>INFORMATION RESOURCES I TRUST<ul style="list-style-type: none">• Business professionals (peers)• Consultants• Internet / websites• Business social media• Events / conferences• Personal social media</div></div>					

Competitor analysis



Competitive Analysis Framework

		Competitor 1	Competitor 2	Competitor 3
Company Specific	# of employees			
	Founded			
	Funding			
	Investors			
	Acquisitions			
	# of customers			
	Strengths / Weaknesses			
Target Customer / Message	Product			
	Primary Buyer / decision-maker			
	Secondary Buyer			
	Target Customer			
	Messaging			
Product Specific	Product Features			
	Pricing			
	Free Tier (?)			
	Customers			
	Product Strength			
	Product Weakness			
	Customer Reviews			
Positioning	How to Win			
	Why Customer should chose us			

Messaging and Positioning



HubSpot CRM Platform

**Powerful,
not overpowering.**

Finally, a CRM platform that's both powerful and easy to use. Create delightful customer experiences. Have a delightful time doing it.

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Get started with free tools, or get more with our premium software.

Go to market process



- Updates to the public website; stages announcement emails and in-platform messages; and stages internal company notifications
 - MARKETING operationalizes design assets
 - MARKETING creates customer-facing emails and in-product messaging
 - MARKETING stages prospect-facing communication and SALES enablement document
 - MARKETING considers one-off prospect email opportunities
 - MARKETING considers PR opportunities — announcement or press release
 - MARKETING considers organic & paid amplification opportunities
-

Pricing: Kissflow



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