

# Lattice PMM Role Interview

Julian Clarke



## Creative Exercise

Product Marketing Audit &  
Feature Launch

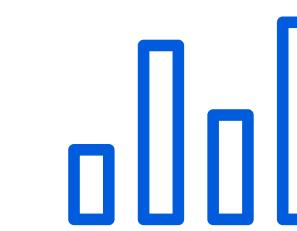


# SECTION 1 - AUDIT

**Introduction to  
Drift**

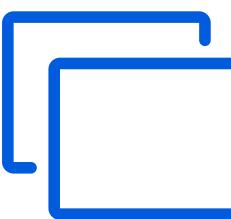
SECTION 1 - AUDIT

**CONVE  
RSATIO  
NALXM**



**Drift's Go to  
Market Strategy**

SECTION 1 - AUDIT



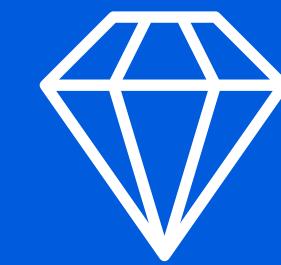
**Integrated  
Marketing Plan**

SECTION 2 - LAUNCH



**Asset  
Breakdown**

SECTION 1 - AUDIT



**Creative**

SECTION 2 - LAUNCH

**Conversational  
XM Background**

SECTION 2 - LAUNCH

A photograph of a man with short dark hair, wearing a white and grey long-sleeved shirt with "DRIFT" printed on it. He is smiling and holding a smartphone in his hands. He is positioned in front of a large green plant. In the foreground, the hands of other people are visible, suggesting a social gathering or a team meeting. The background is slightly blurred.

# Turn the Internet into a Conversation

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Drift's mission

# Turn the Internet into a Conversation



# Connect Buyers & Sellers

**Drift does this  
a few ways**

TODAY

## Chat

Connecting site visitors with live humans. Drift's platform emphasizes the value of human interaction and facilitates meaningful conversations.

## Bots

Engaging site visitors through playbooks designed to qualify, convert, and replace time-consuming parts of the sales funnel with real-time automation

## Tools to start conversations

Emails, visitor intelligence, landing pages, help docs...

**None of this  
sounds new,  
right?**

## Chat



## Bots



**zendesk**

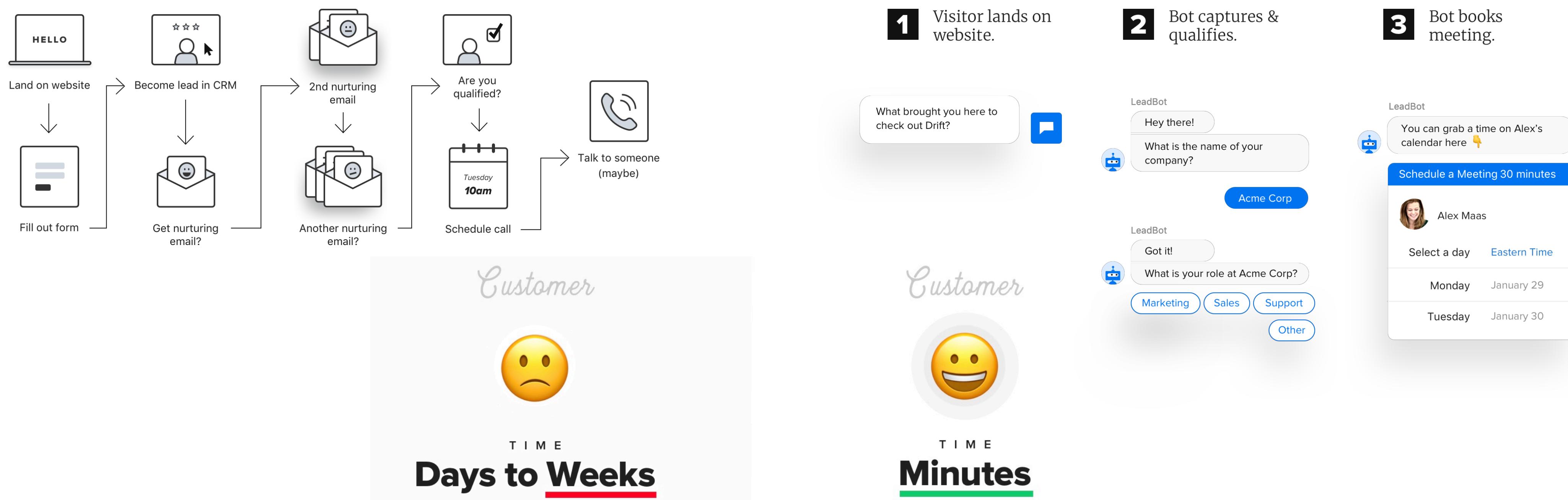
**HubSpot**



# Drift Plays Bigger

Drift positioned itself as **not** a live chat, or chatbot, or marketing automation tool alone. Rather, the message they have crafted is a combination of the value propositions from those three categories to create an entirely new space:

## Conversational Marketing



# Drift Targets 2 Primary Buyers

B2B Sales & Marketing teams are the two segments Drift primarily targets today. Given Drift coined the category **Conversational Marketing**, they have been able to define the space as they wish. This has given them the latitude to turn Drift into not just a demand generation product, but an end-to-end pipeline product focused on turning any visitor into a sales opportunity, making B2B buying more like consumer purchasing.

## Drift for Sales

It's finally possible to deliver a personal experience at scale. You get everything you need to capture and convert high-quality leads without all the development work that slows things down.

## Drift for Marketing

Today's best marketers are using Drift to generate more leads, qualify leads with bots, and book more meetings for sales. Using real-time messaging is like opening a fastlane for your best leads.

## Secondary Buyer Product + Operations

Make opportunity-seeking part of the regular conversation. These buyers look to Drift as a replacement for legacy live chat vendors for customer service and support.

# Drift's Strategy – Differentiate on Brand

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“Our brand is focused on authenticity, transparency and honesty. We believe in an open future and we believe in friends and partners. These beliefs inform everything we do at Drift. It’s our culture and our content.”

## Product Marketing Principles

Drift deploys these principles across all channels and assets

- 1. Portfolio approach** Drift engages in every channel where its customers are — content rich with social proof is reformatted and repurposed constantly to get more mileage
- 2. Document, don't create** Drift doesn't pretend to know the answers to life or business' biggest questions, but they take you along for the ride while they try to figure it out, the same way a friend would
- 3. Creating characters for customers** Drift uses names, faces, and people to the point that their employees become characters to their customers (see: DG, David Cancel, Maggie Crowley)
- 4. Market to the whole person** The same way Drift's product makes B2B buying & selling more personal, Drift markets to the whole person. Product marketers almost become product managers, creating a platform for their customers' careers.

# Drift content



## Shows

This content always lives in both audio (podcast) and video form. Each show caters to a different audience, with the same anchor on learning or “Seeking Wisdom”. Frequently, they feature customers, executives, business leaders that draw large audiences. These conversations often also appear as or inspire blog posts.

Here's the Recipe I Use to Get 100,000+ Views on Every LinkedIn Video I Post

Dave Gerhardt · December 26, 2018 · Marketing, Social Media

Outreach Integration for Drift

## Blog & Social

Anchored on the “document, don’t create” mantra, this is where **everything** Drift does is published. Show episodes go here, talks they do at conferences, or from their own conference. Drift is also highly active on social channels – but because they believe in creating characters and personalizing B2B sales, most of their engagement comes from employee posts, which highly leverage amateur video.

ReallyGoodChatbots.com

GetMyResponseTime.com

Test Drive Drift.

Are you leaving 💰 on the table?

If you're not responding to leads in real-time, you could be missing out.

TELL ME HOW I'M DOING FOR FREE

## Marketing “Products”

These interactive marketing assets are treated like products. Drift Test Drive & [ReallyGoodChatbots.com](#) in tandem create very compelling social proof and FOMO, while [GetMyResponseTime.com](#) illustrates very clear urgency for sales and marketing leaders to act. Conversational Marketing University establishes legitimacy in the space and grows thought leadership

**WELCOME TO NOW**

Join the 150,000+ businesses that are using Drift to connect with their customers **NOW**.

Campaigns

Drift’s integrated product campaigns often leverage all of the channels to the left, but the consistent feature is the simple, strong, concise message that both highlights the problems the product solves and illustrates a future where winners win because they use Drift and losers lose because they do not.

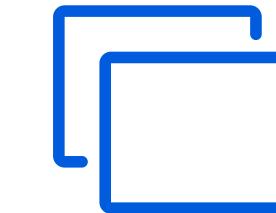
# SECTION 2 - LAUNCH

CONVERSATIONAL XM



Conversational  
XM Background

SECTION 2 - LAUNCH



Integrated  
Marketing Plan

SECTION 2 - LAUNCH



Creative

SECTION 2 - LAUNCH

# Conversational XM

**Drift's product turns visitors into opportunities into customers. Why not turn customers into advocates, too?**

As Drift has done with its own product, Conversational Marketing can be used as a tool to express and extend a brand. Drift has often said that brand **is** experience. Offering a solution for experience management extends Conversational Marketing and allows Drift's customers to double down on their experiences & brands, making their platform stickier and opening channels to new buyers like product managers and customer-facing teams.

## CONVERSATIONAL XM

# Integrated Product Marketing Plan

### SOCIAL PROOF

#### One month before launching

Conversational XM, I would preview the functionality, value prop and messaging to the Drift "Navy" – its exclusive group of insider customer advocates. These customers are uniquely positioned to be excited about a product like this since they are the kind of advocates for Drift that they would like to create for their own brands. On launch day, their voices will be heard in addition to Drift and its people's

### ENABLEMENT + COLLATERAL

**One month** before launch and each week leading up to it, hold spotlight sessions for all members of the company to attend (particularly sales) and ensure that both collateral to be used in conversations in addition to internal training and enablement content is available and comprehensive.

### VIDEO

#### Two Kinds of Video are necessary:

1. A product overview video narrated by a member of the product team similar to this and this
2. Real, authentic video of Drift employees, shared **everywhere**. Marketing is everyone's job inside of your company, and video makes this easier than ever.

### EXCEPTIONS SZN 2 LAUNCH

**Exceptions** is Drift's show about amazing B2B brands and their focus on creating experiences for their customers and employees that are extraordinary, meaningful, and connected. Launching season 2 of the podcast will start conversations & generate demand around the XM space and indicate to Drift's existing customers that it's a business critical investment area

### INTERACTIVE MARKETING "PRODUCT"

#### Expose Drift's interactive employee and customer feedback to the world, and report on how they acted

**on it to improve the business.** This is ambitious, but will firmly and authentically demonstrate how valuable Conversational XM is to every business. I'd recommend buying the drift.sucks TLD and putting it there.

### PRODUCT POSITIONING & MESSAGING + ALIGNMENT

The best marketing channel that no one talks about is marketing internally to your team. Drift believes that marketing is everybody's job – it's not just the people with marketing in their titles. One of the most important parts of our job as marketers is sharing our work to the company and explaining why what we do matters. Getting in front of the team once isn't enough, either. It takes much more than that to get them on board, on brand and on message, but it is critical to the launch's success.

**DRIFT CONVERSATIONAL XM**  
Strategic Messaging

# Own the experience.

Influence every moment of the customer and employee lifecycle, from first visit to lifetime business partner.

Orchestrate meaningful moments in your customer journey & within your products.

Turn every experience into a conversation.

**LAUNCH IMAGE>**  
FACES & PEOPLE



# Product Page Wireframe

NAV ITEM CHANGE

FOR FEATURES

MKTG TEAMS  
SALES TEAMS  
**PRODUCT TEAMS**  
**CUSTOMER TEAMS**  
GET A DEMO

BOTS  
MEETINGS  
ABM  
VISITOR INTEL

CONVERSATIONAL XM  
TURN EVERY EXP. INTO A CONVERSATION  
CONV. LP  
EMAIL FOR...  
...

PRODUCT PAGE

(+) Drift

CONVERSATIONAL XM

INFLUENCE EVERY MOMENT OF THE CUSTOMER + EMPLOYEE LIFECYCLE, FROM FIRST VISIT TO CLOSING OR HIRING TO BECOMING BUSINESS PARTNER.

The Future of EXPERIENCE MGMT

TEST DRIVE

"CUSTOMER QUOTE"

(?) =

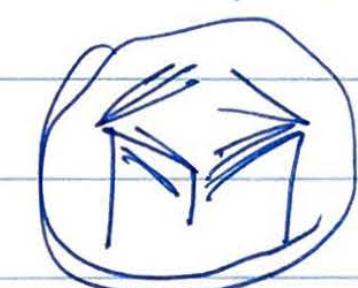
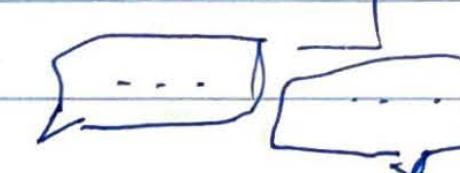
How Does Conversational XM Work?

START A CONVERSATION w/ a bot or a human

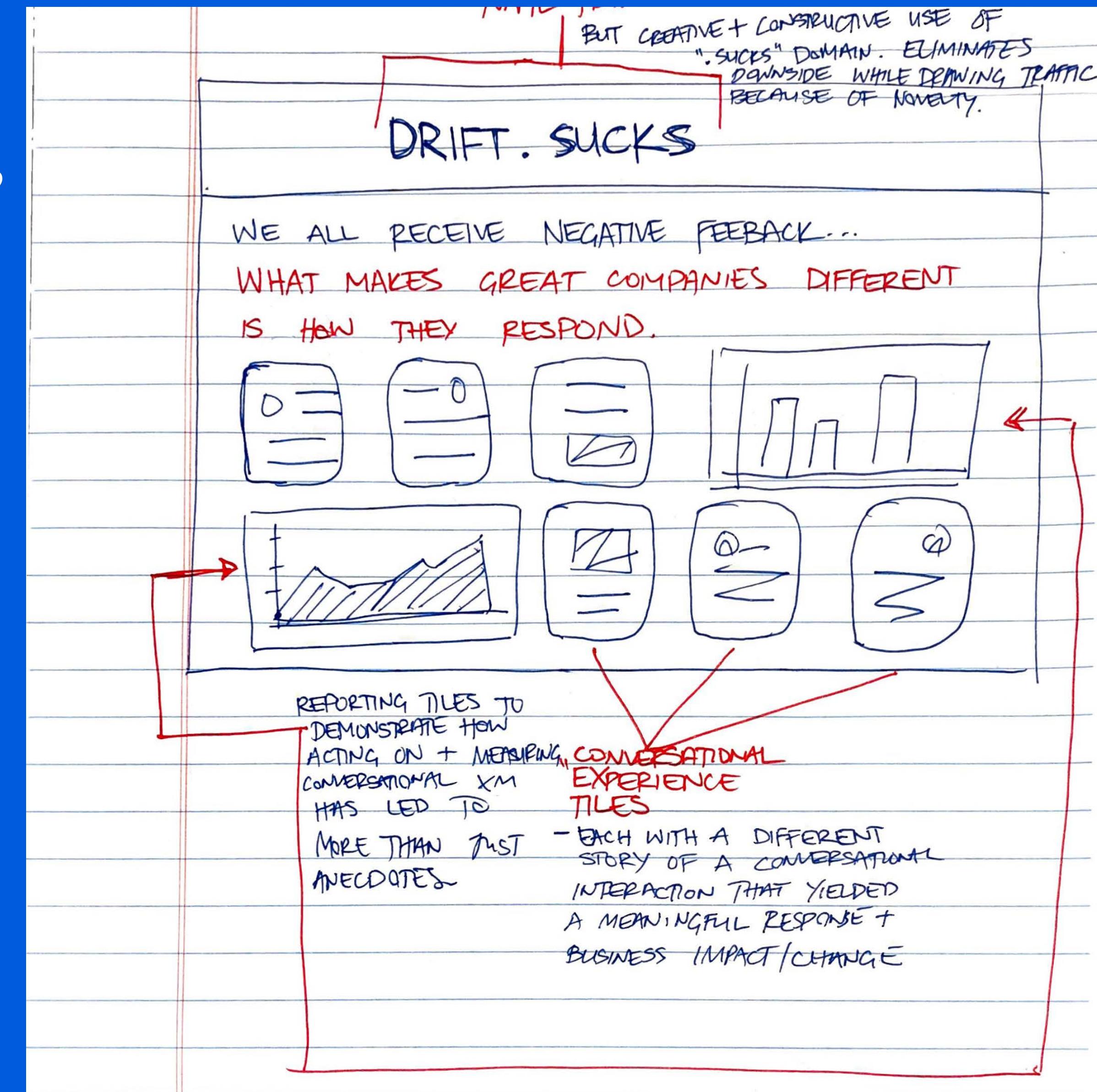
Act on it + RESPOND

COLLECT FEEDBACK + ANALYZE

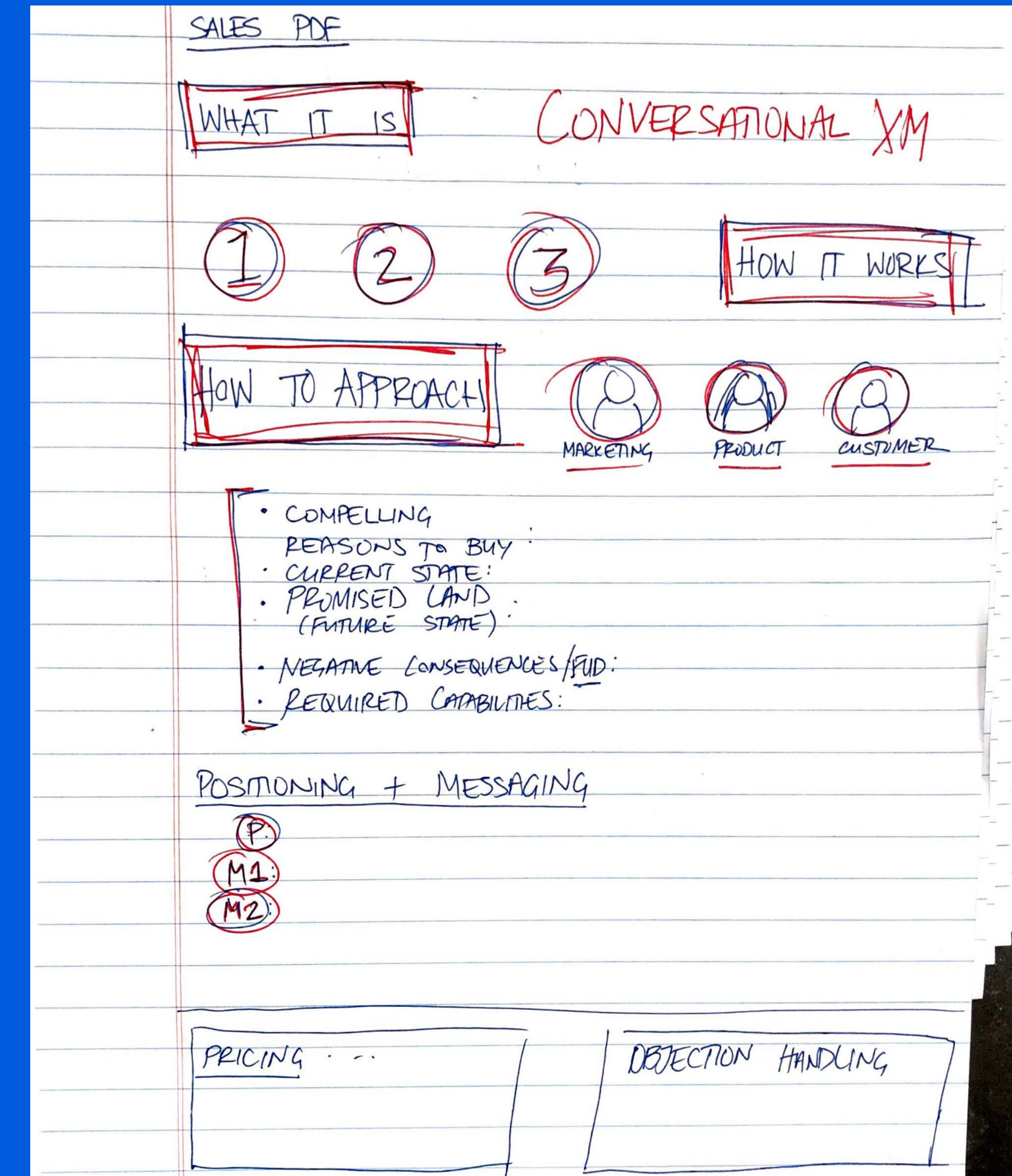
SEE HOW WE'VE USED CXM!



# Interactive Marketing “Product” Wireframe



# Sales PDF/ Enablement Doc Mockup



# **THANK YOU**

**—Julian**

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