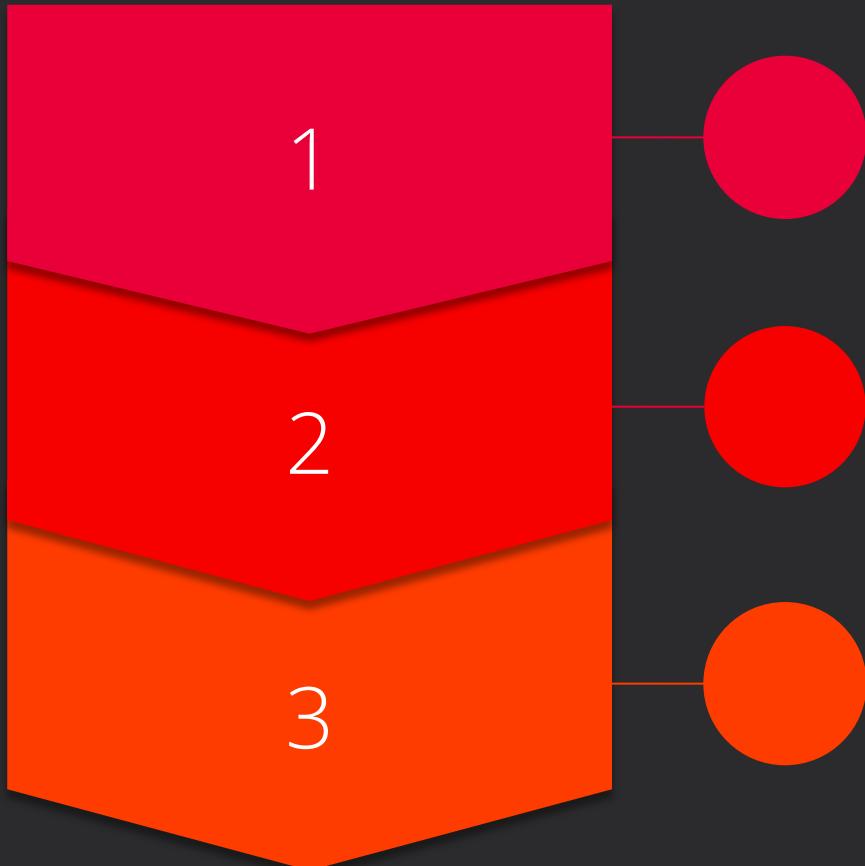


Product Marketing



Product Management

Plan for Tonight

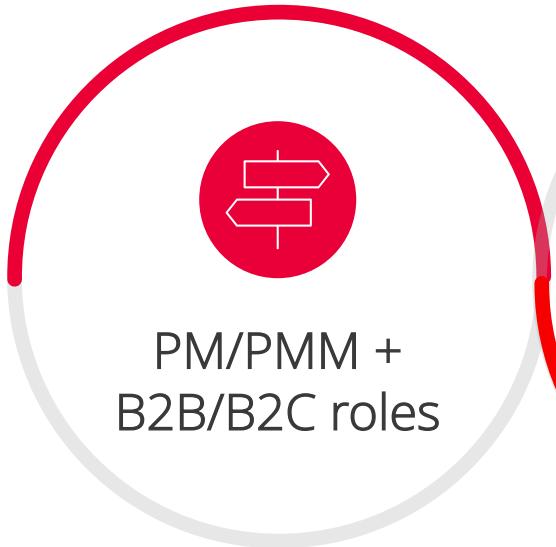


What does Product Marketing do?

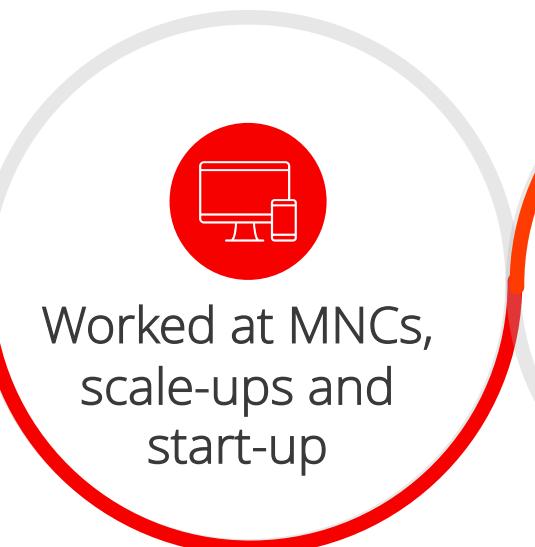
How should product management and product marketing work together?

You have Qs, I have As

What gives you the right!?



PM/PMM +
B2B/B2C roles



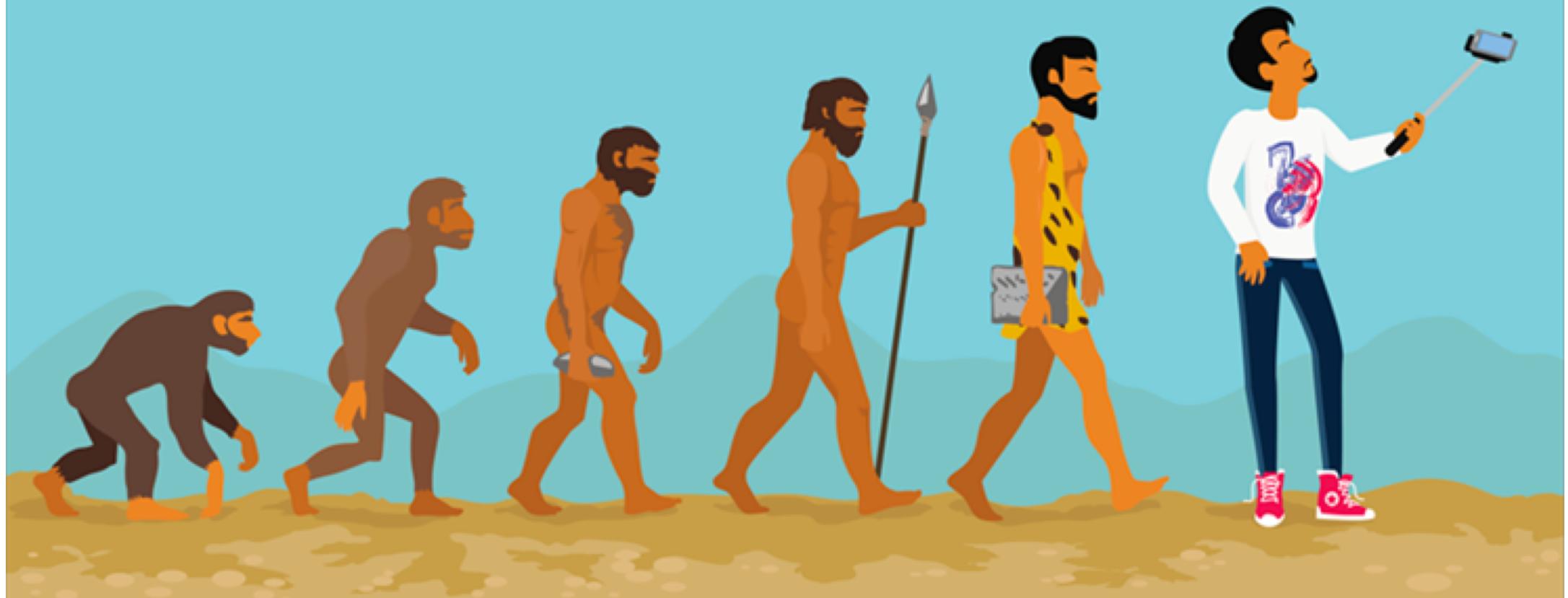
Worked at MNCs,
scale-ups and
start-up



12+ years in the
salt mines



scaleBook



“What is it you do again?”

“What does Product Marketing mean here?”





what is product marketing



Web

News

Videos

Images

Shopping

More ▾

Search tools

About 660,000,000 results (0.23 seconds)

Product marketing deals with the "7 P's" of **marketing**, which are **product**, pricing, place, promotion, physical environment, process and people. **Product marketing**, as opposed to **product management**, deals with more outbound **marketing** or customer-facing tasks (in the older sense of the phrase).

[Product marketing - Wikipedia, the free encyclopedia](#)

https://en.wikipedia.org/wiki/Product_marketing Wikipedia ▾

Feedback



HUH?

The Truth....

**Product marketers have a really
hard time explaining what product
marketers do**

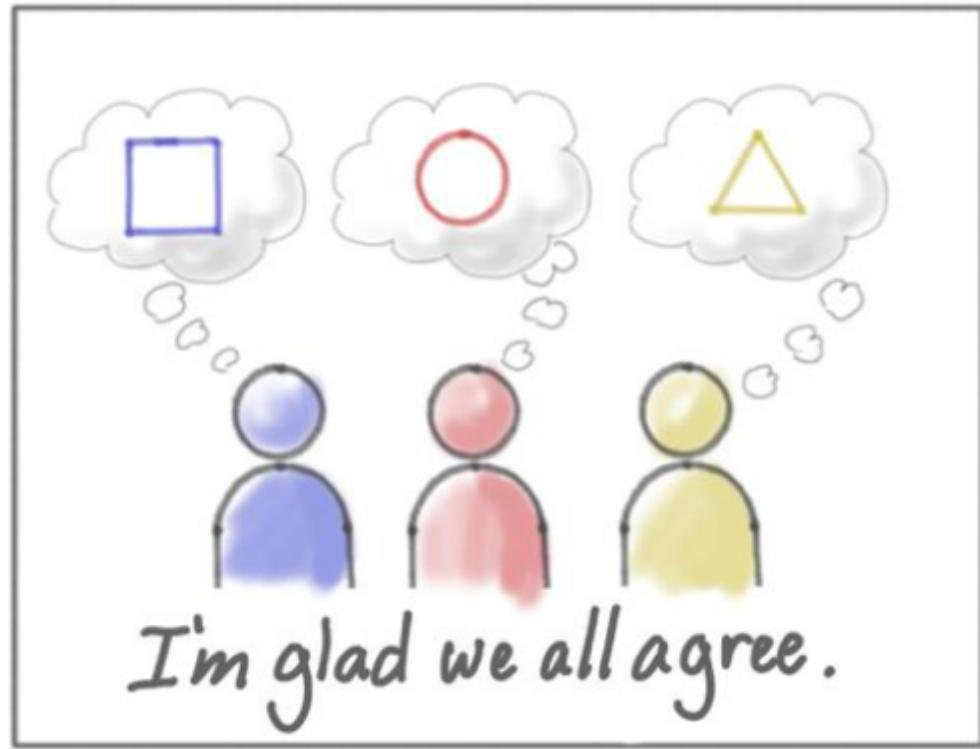


ALIGNMENT

Shared Context

Single Source of Truth

Internal Language



I'm glad we all agree.



oh...

What does a misaligned company look like?



Marketing and sales messages drift

Overselling Product

Sales chase dollars instead of market

Lack of Trust Among Team Members

ROI of aligned organizations



Product Marketing has two contexts



PRE-BUILD

Market
Strategy

POST-BUILD

Go-To-Market

What problem do you solve?

For whom?

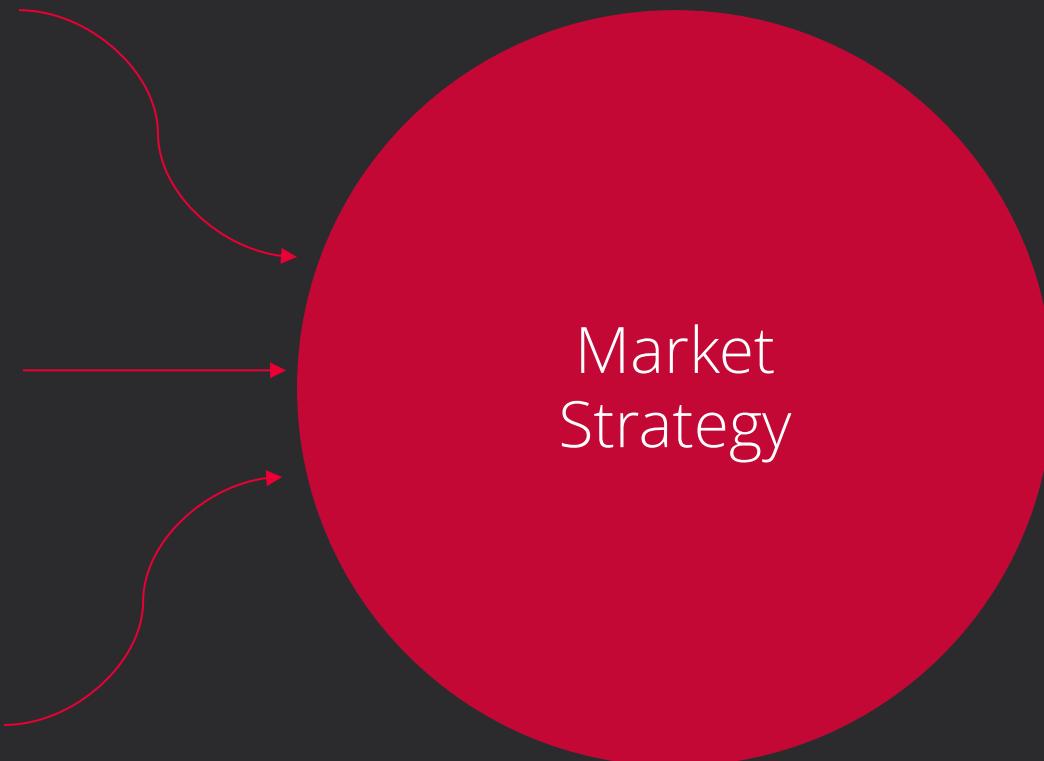
Why should they buy from you?

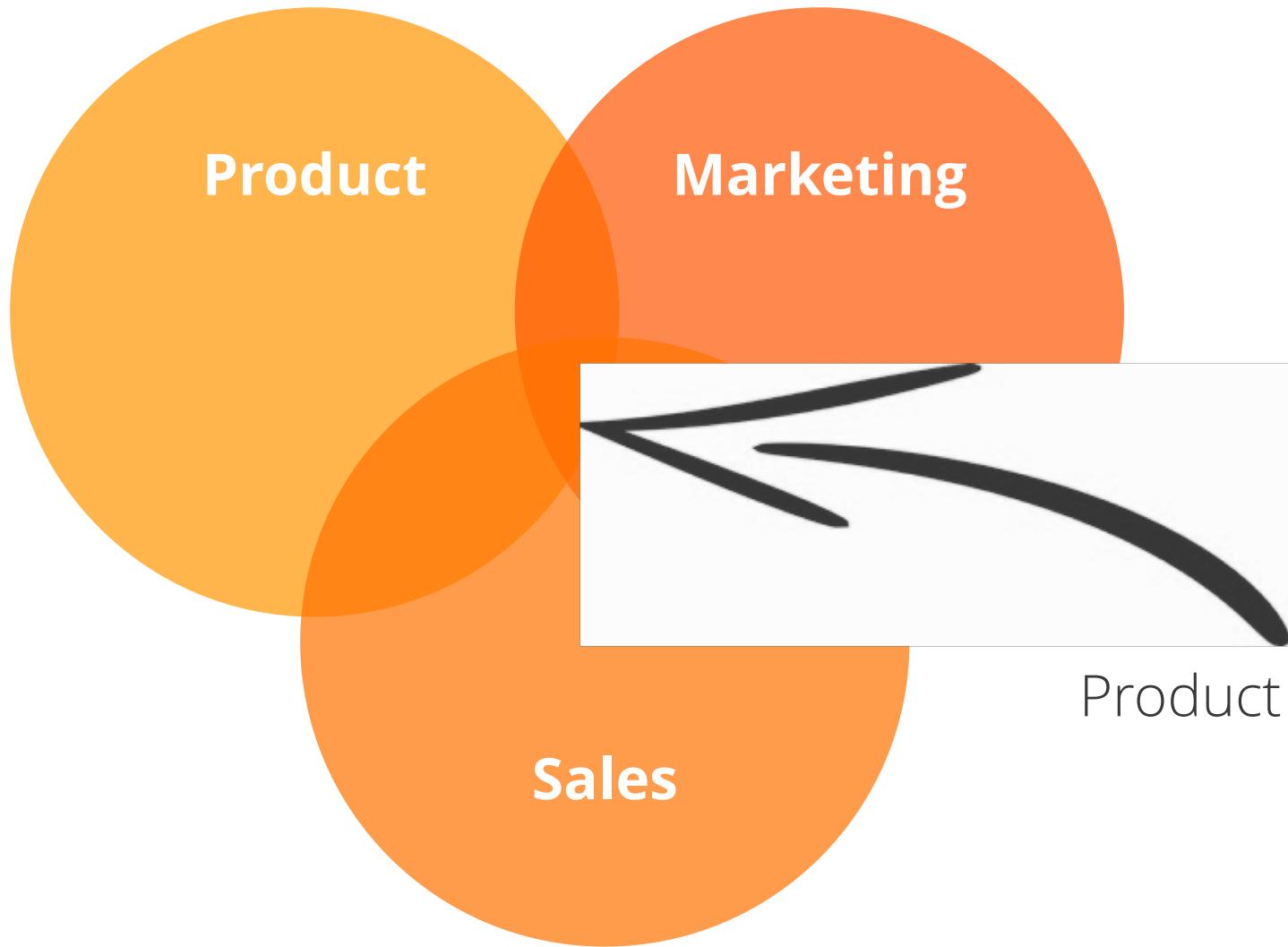
Why now?

Marketplace

Customers

Competitors





Product Marketing

Product Marketing has two contexts



PRE-BUILD

Market
Strategy

POST-BUILD

Go-To-Market

What problem do you solve?

For whom?

Why should they buy from you?

Why now?



Go-To-Market

What problem do you solve?

For whom?

Why should they buy from you?

Why now?



Go-To-Market

Marketing

Sales

Sales
Engineering

Support

Playbooks
Buyer Personas
Positioning and messaging
Competitive analysis
Market analysis
Training
Sales Enablement
Thought leadership
Content
Sales tools
Channel enablement
.....

ALIGNMENT

Shared Context

Single Source of Truth

Internal Language

How should PMM & PM Work Together?



Product
Delivery



Market
Strategy

Product
Delivery

Go-To-Market

Marketing

Sales

Sales
Engineering

Operations



"Don't find customers
for your product, find
products for your
customers"

What we don't want....

Strategy

Brand
Positioning
Messaging
Target market
Value

Execution

Sales content
Sales messaging
Buyer
Product/roadmap
Marketing tactics

Distill into a concise, specific and actionable framework to be used across sales, product and marketing

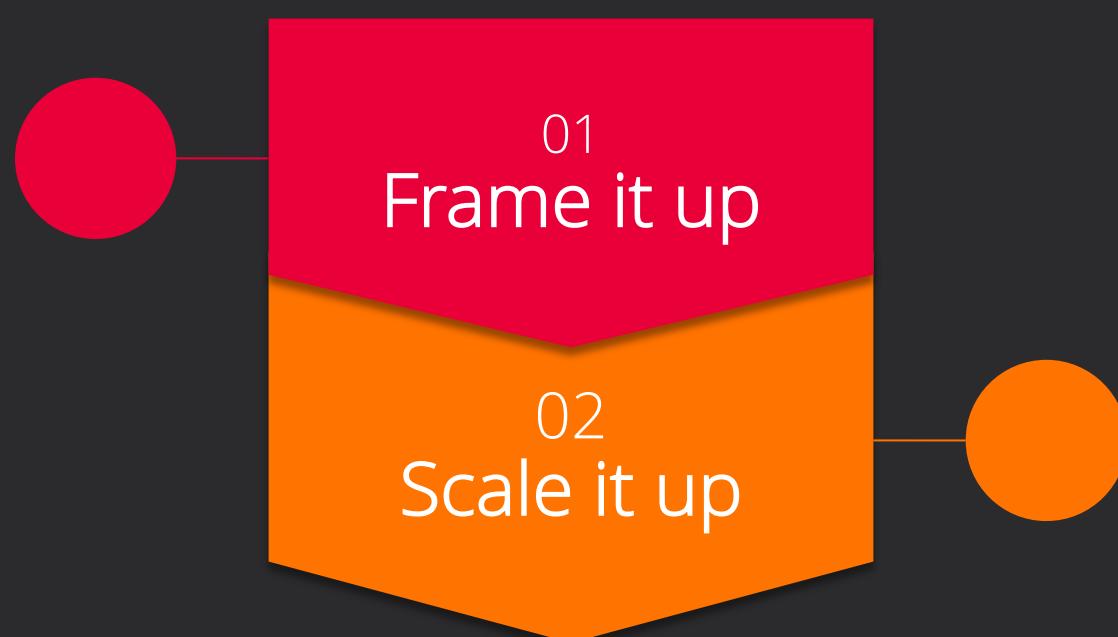


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Keep employees focused and aligned around a common business strategy, market and customer

Help distill message into a concise and actionable framework that can be used across the organization



Ambient software that consistently reinforces the right behavior at every interaction

The bridge between strategy and execution



Key Takeaways

ALIGNMENT

ALIGNMENT

ALIGNMENT

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