

# The role of product marketing in your startup

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# I'm a product marketer.

“Oh, you're in sales!”

“Oh yeah, I know what that is...”

“...what is that?”

# 800

Startups on Angel List are looking for product marketers

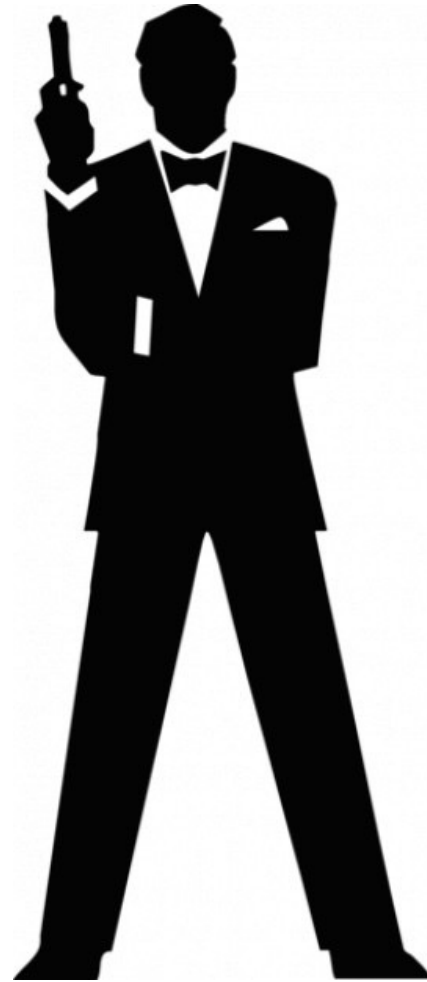
# 95,000

Open reqs on LinkedIn for product marketers

# WTF

Is product marketing?

Marketing



Product

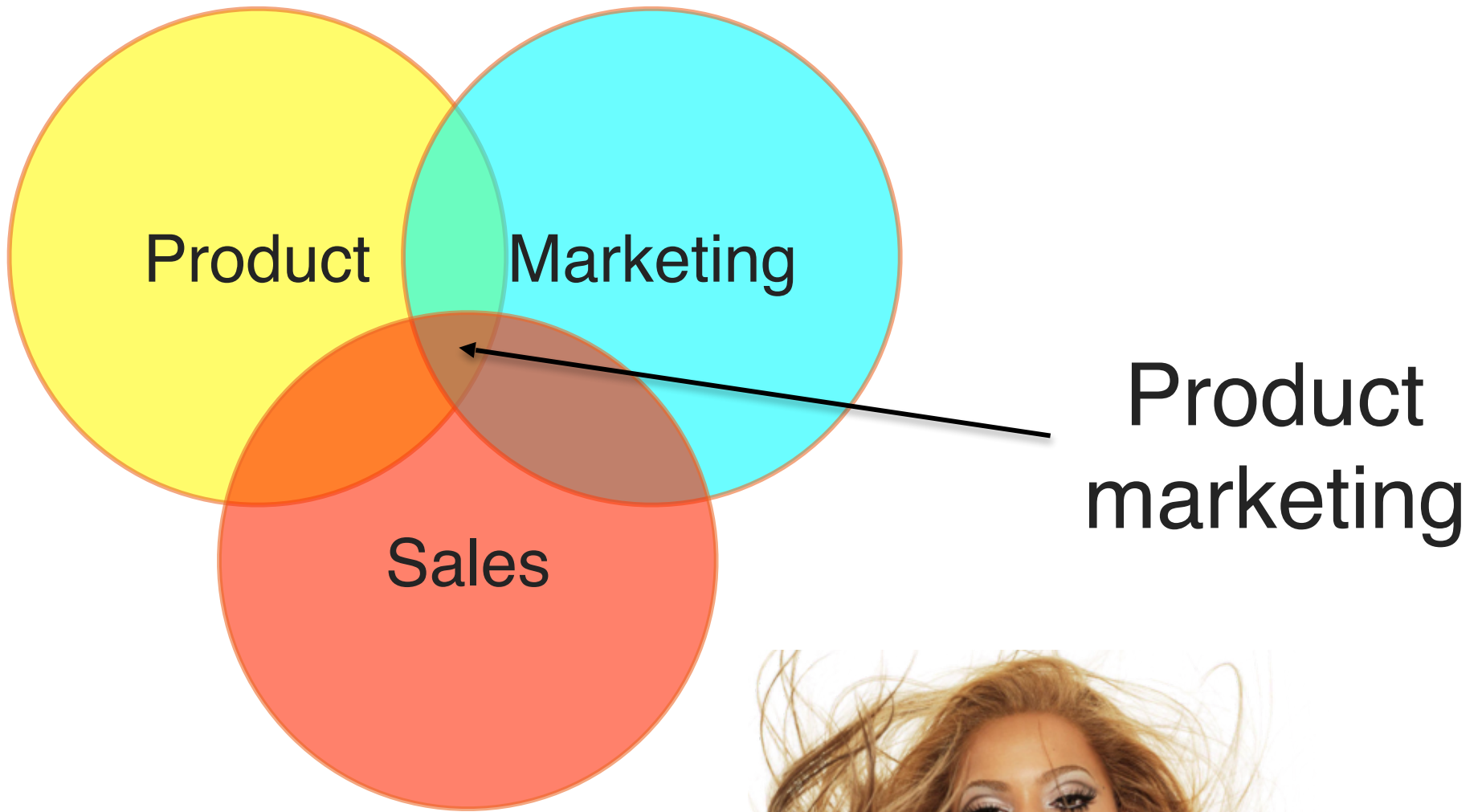




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Product  
marketing

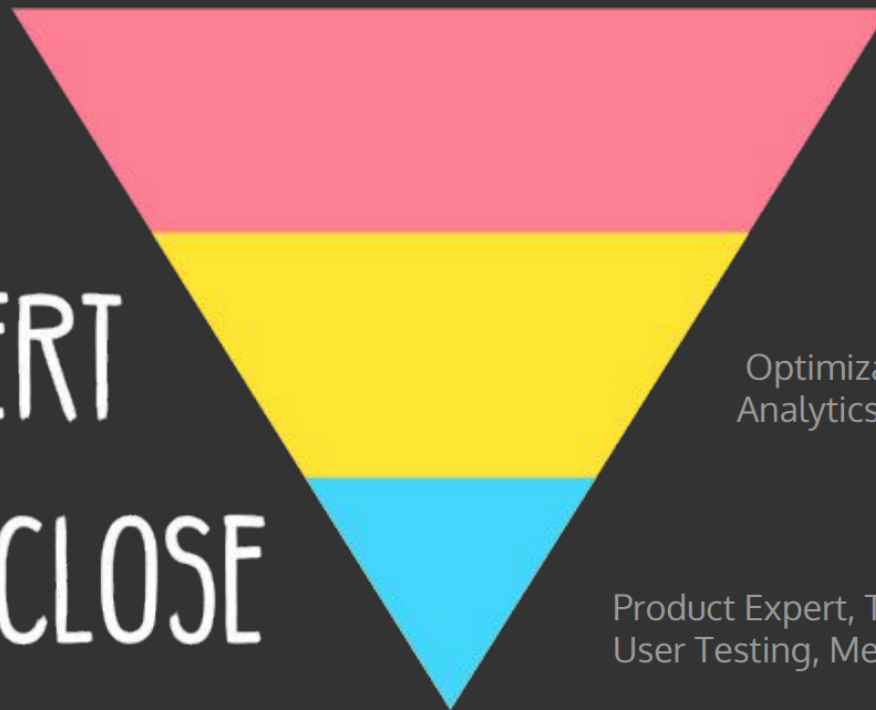


# There are three main parts of any funnel:

ATTRACT

CONVERT

CLOSE



*Marketers focus on:*

Blogging, Social Media,  
SEO, Writing, Design

Optimization: LPs, CTAs, Workflows,  
Analytics, Lead Scoring

Product Expert, Teacher/Trainer,  
User Testing, Messaging, Persuasion



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PRODUCT MARKETING

Product Expert, Teacher/Trainer, User  
Testing, Messaging, Persuasion,  
Demand Generation



# WHY

Do you need product marketing?

LTV:CAC

# Research

- Pulse on the **industry, market, and competition**
- **Competitor** profiles
- Qualitative and quantitative customer research to uncover **needs** and ideate **products**



# Messaging, positioning, pricing

- **Humanize** the technology in messaging
- **Train** the rest of the company on how to talk about products
- Create **MARCOM** materials that drive sales by communicating this value, positioning, and differentiation
- Package and price products **scientifically**, to drive higher consumption and revenue for the company

# Product launches & lifecycle mgt

- Architect and execute **go-to-market strategies** for new products and features
- Coordinate with all other departments (Dev, Support, Marketing, Sales) to establish launch **readiness**
- Make a **splash** with a perfect product launch
- Once in-market, **drive conversion, adoption, usage and revenue** for all products
- **Analyze** performance and take actions to **continuously improve**

# WOW

That's a lot.

YES

It is.

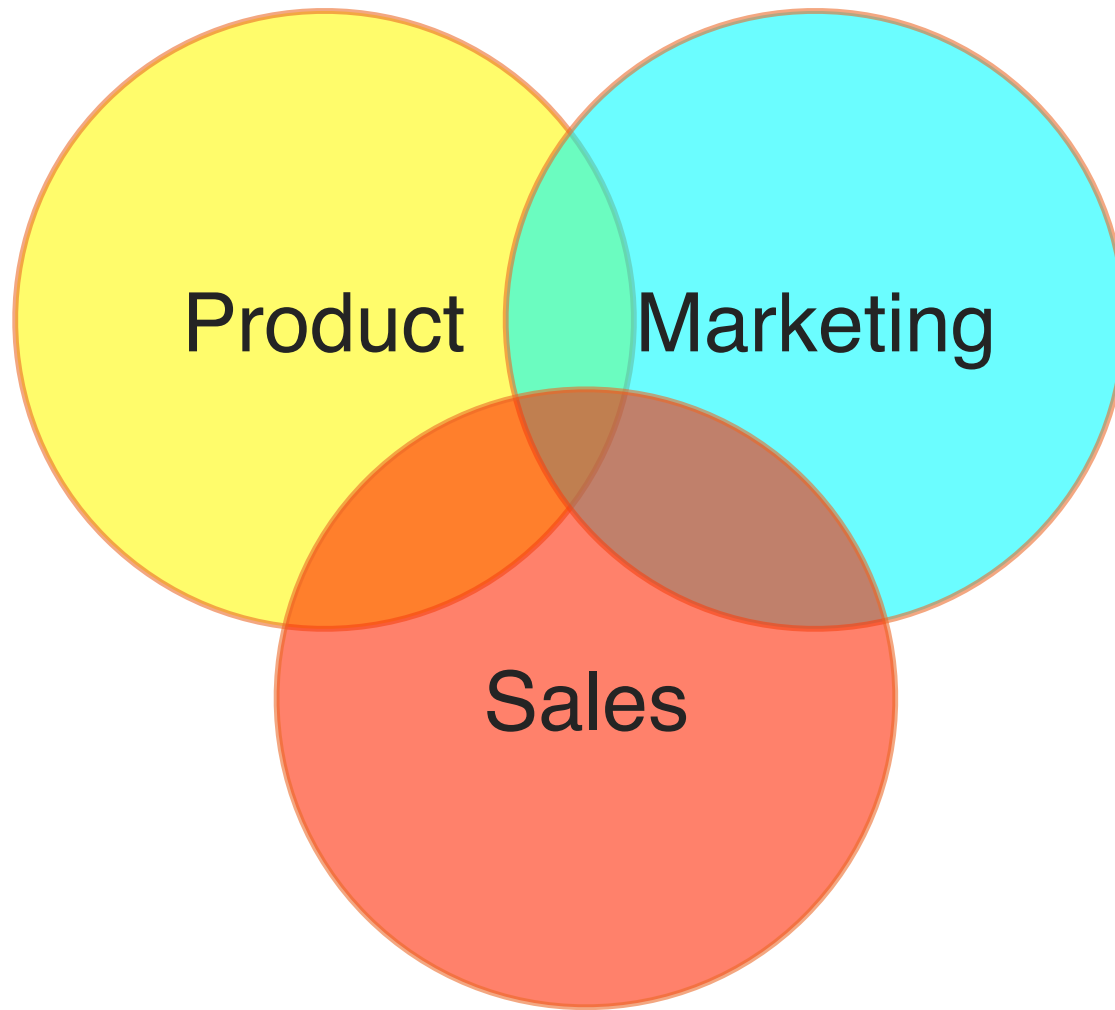
# We are conductors.

Our job is to coordinate teams to make, deliver, market and sell something that our customers love.

Over and over again.

# WHEN

Do you need product marketing?





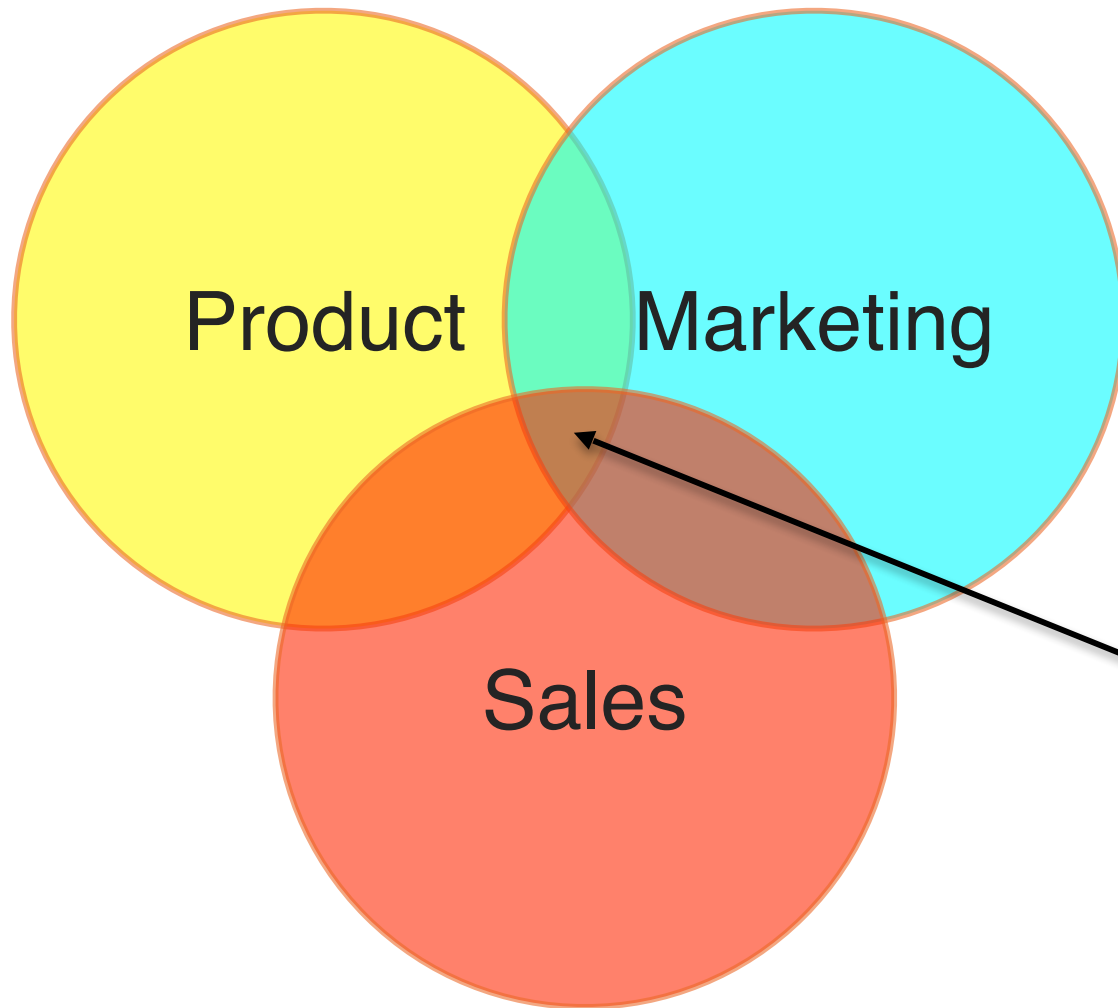




# Symptoms

- Marketing activities (or effectiveness) are **plateauing**, are **out of sync** with the company's vision or **no longer resonating** with customers
- You ask people on both teams when the last time they talked to the other team was, and **they don't know**
- Marketing plans or strategies **don't match up to the product roadmap**
- You have a product launch that is silent or **falls on its face**

# Bring. Beyonce. Back.



ONCE YOU HAVE AN UNDERSTANDING OF THE ROLES, THE QUESTION QUICKLY BECOMES...

- How do we **define** these functions as the company grows?
- How should **responsibilities** be defined & assigned?
- What are the **objectives** of these roles?
- What kind of **reporting structure** is best?

Ideate.

Prioritize.

Articulate.

Coordinate.

Inspire.

You'll do great.

**Don't forget your free ticket.**

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# Thank you

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