

Effective Product Marketing™



Is your product marketing plan just a list of tactical activities? Are constant requests from Sales dominating your time?

The *Effective Product Marketing* seminar teaches you how to focus on the way customers buy, becoming intimately familiar with the personas involved in a purchasing decision. Every concept in the seminar is designed to be actionable as soon as you return to the office.

Learn how to create buyer persona profiles that identify points of resistance to your products and the criteria buyers use to make decisions. Once the profiles are created, understand how to develop program strategy and messaging that addresses the needs and attitudes of your buyer's decision making process. Learn how to measure the ROI for your go-to-market strategy with meaningful metrics.

Who should attend?

Product managers, product marketing managers and directors, industry marketing managers, segment managers, anyone working in field marketing and marketing communications.

You should attend if you are responsible for planning or executing programs that build market share in technology markets.

Included templates & checklists

- Go-to-Market Plan
- Buyer Persona Profile
- Positioning
- Market Awareness
- Marketing Assets/Liabilities
- Recommended Marketing Metrics

\$1,595 (US) per person

I. Roles and Responsibilities

Most product marketing responsibilities are poorly defined, resulting in tactical go-to-market plans and constant, disruptive requests for sales support.

Product marketers need to optimize their time and knowledge to enable effective sales and marketing of their products.

The entire product and marketing team, regardless of size, needs a process that measurably contributes to business and strategic goals.

Gain clarity about the skills product marketers need to master and the results they should expect from other members of the team, including industry or segment managers and those in Marketing Communications.

Topics Covered

- Differentiate roles of product management and product marketing
- Distinguish sales support from product marketing
- Ensure effective hand-off between Product Management, Marketing, and Sales



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II. Segmenting and Targeting Audiences

Understanding the buying criteria associated with the economic, technical and user buyers who are part of a complex selling process is critical when defining target markets.

Learn how to profile each persona's pain points and the criteria they use to make a purchase decision. Understand how segmentation and messaging strategies impact buyers in mature or developing markets.

Topics Covered

- Segmented marketing strategies
- Buying criteria and program influences
- Building market messages

III. Building a Strategic Product Marketing Plan

Product marketing is not an endless list of disconnected activities, but a careful, structured program that chooses and measures each activity for its contribution to a corporate goal.

Learn how to bring the most valuable "marketing assets" together in a plan to achieve measurable results. See how to build a budget that clearly delineates the cost and results of each program, generating company-wide support for the right marketing investment.

Topics Covered

- Communicating the business case for product marketing programs
- Supporting sales goals
- Metrics that build management support
- Creating the right marketing budget
- A strategic approach to the marketing program mix

IV. Align with Sales

How do you effectively enable direct and indirect sales channels to succeed without providing hands-on support for individual deals?

Learn techniques that prevent the daily interruptions from Sales by giving them what they really need to move opportunities through every stage of the sales process; from lead acceptance through contract signing to implementation.

See how to motivate Sales to sell new products or technologies to new buyers or market segments, overcoming the sales channel's natural resistance to anything that is unfamiliar. Explore opportunities to build web content and sales tools that influence competitive positioning and buying decisions.

Topics Covered

- Responding to endless tactical requests
- Measuring and improving sales processes/productivity
- Optimizing web content and sales tools
- Working with Sales to sell new products and enter new markets

V. Goal-Oriented Program Execution

It's critical that marketing programs contribute to the company's strategic goals for revenue growth, positioning awareness and customer retention.

Learn how to focus on programs that have the highest probability of contributing to measurable improvements in both short and long term goals. Use practical measurements that can be implemented immediately, whether or not the organization is using a Customer Relationship Management system (CRM).

Topics Covered

- Managing and measuring lead quality and throughput
- Integrating programs by market segment and target audience
- Measuring results with or without CRM
- Influencing customer retention and migration
- Building and measuring positioning awareness

VI. Start Where You Are

In most situations, programs are already in progress. Learn how to introduce key concepts and principles from the seminar for a near-term program or product launch.

Topics Covered

- Prioritizing next steps
- Implementing new ideas for current programs
- Continuously measure and improve



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