



Digital Product Marketing

Digital Business Unit

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Marketing Responsibilities



Product Marketing

Competitive Positioning

- Work with Product Excellence team to create the product mission statement
- Assist with defining where the product sits in the market among competitors

Messaging Creation

- Define overall messaging pillars based on customer and market needs
- Unique selling and value proposition creation to be used in messaging and collateral

Digital Marketing Assets/Claims

Geo Marketing

Market Segmentation and Strategy

- Assists with determining which market segments to target for marketing programs
- Works with Marketing specific programs and tactics that can serve these markets and meet their needs and expectations

Driving Awareness/Internal Comms

- Engage and drive internal awareness around products and launches
- Informational needs for onboarding internal stakeholders

Sales Enablement

- Design and create various sales enablement devices that will facilitate sales readiness and execution

Customer Informational Needs

- Understand what information or resources a potential buyer needs to have in order to make an informed purchasing decision

Collateral and Training

- Responsible for determining what collateral, sales aids or customer information resources

Joint Marketing

Customer Journey Mapping

- Thoroughly and strategically mapping the pathway for the most effective customer and product engagement that leads to increased adoption

Target Market Analysis / Needs Assessment

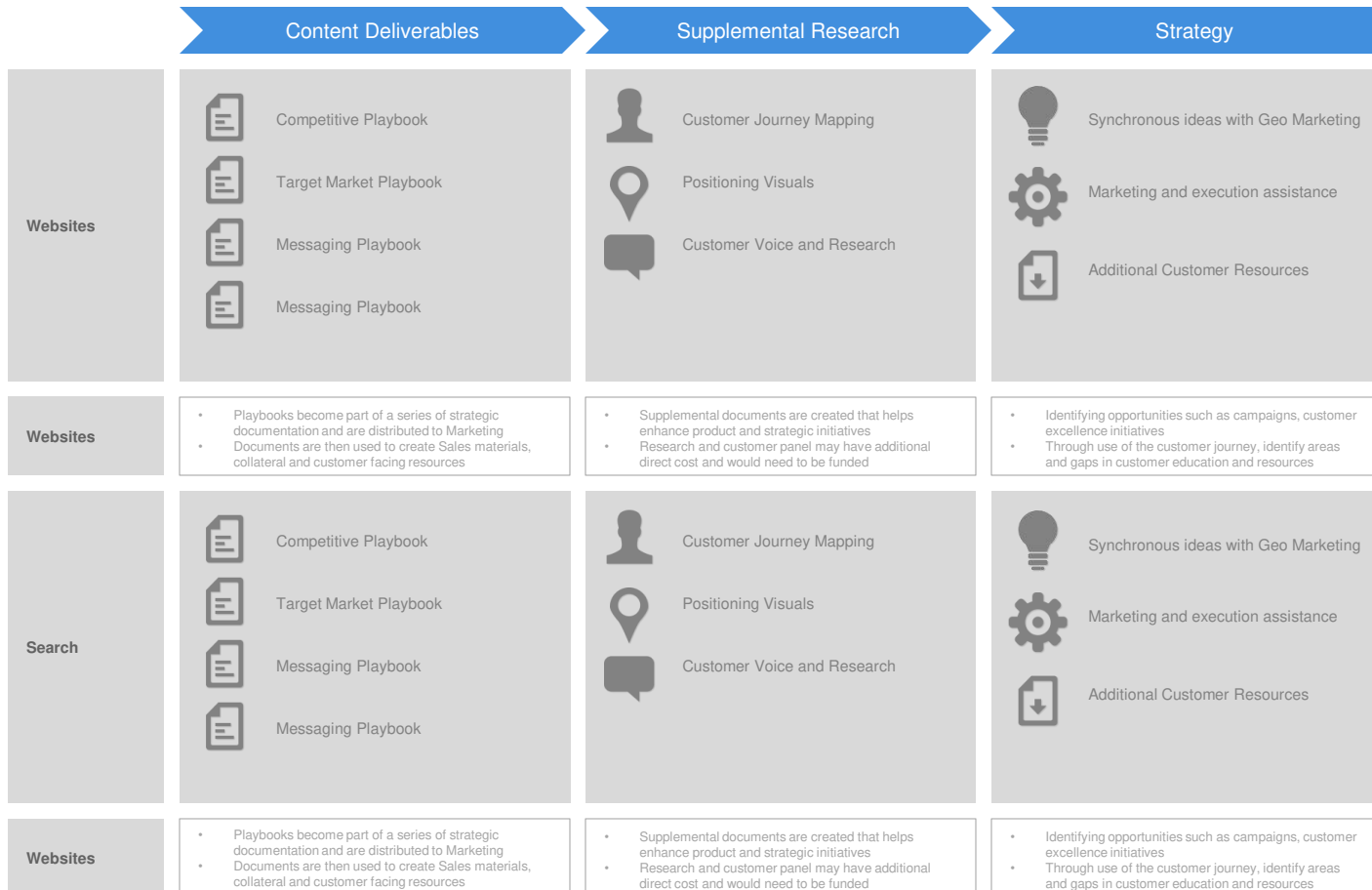
- Work with other product organizations to understand market needs through various assessment devices / research
- Ensure that product technical functions meet the needs of our customers

Product Specific Offer Enablement

How DPM Integrates



Product Marketing



Product Marketing Playbooks

Messaging

- Product Description
- Product Purpose
- Intended Customer
- Product Benefits
- Product Value Proposition
- Product Features
- Product Differentiation
- Messaging Pillars and Lyrics

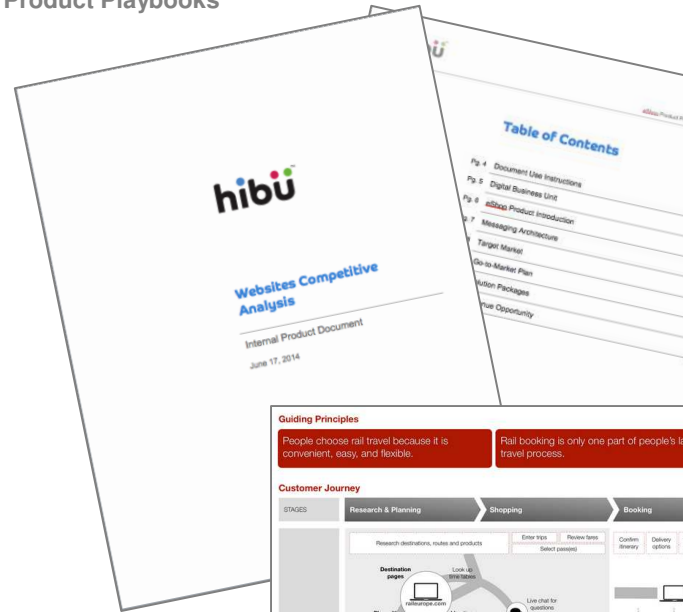
Competitive

- Landscape
- Positioning
- Strengths
- Weaknesses
- Product Overviews
- Differentiation

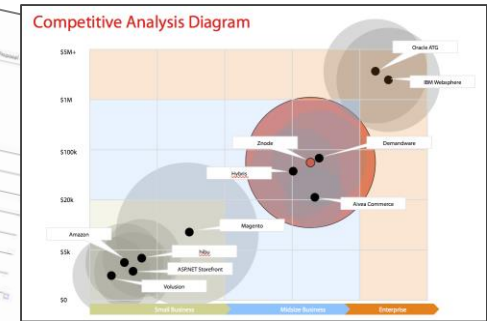
Target/Audience

- Personas
- Behaviors
- Buying habits
- Segments
- Vertical Analysis

Product Playbooks



Competitive Positioning



60 days

Competitive Positioning

- Work with Geo Marketing on competitive battlecards and analysis – see below
- Aggregate the research that has already been accomplished
- Determine gaps in research that still needs to take place

Playbooks for Search and Websites

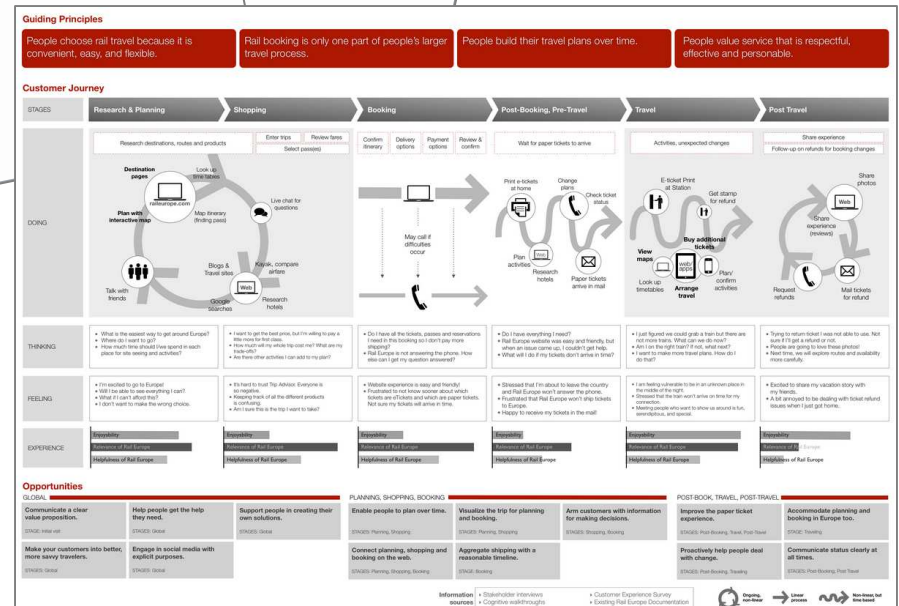
- Messaging Architecture (both)
- Competitive Analysis (both)
- Target Market Analysis (both)

Customer Journey Mapping

- Search Product Journey
- Websites Product Journey

Customer Communication Calendar

- Near term project for discussing how we can improve post sale customer follow up and messaging



Customer Journey Mapping

Customer Journey Mapping



Product Marketing

Why?

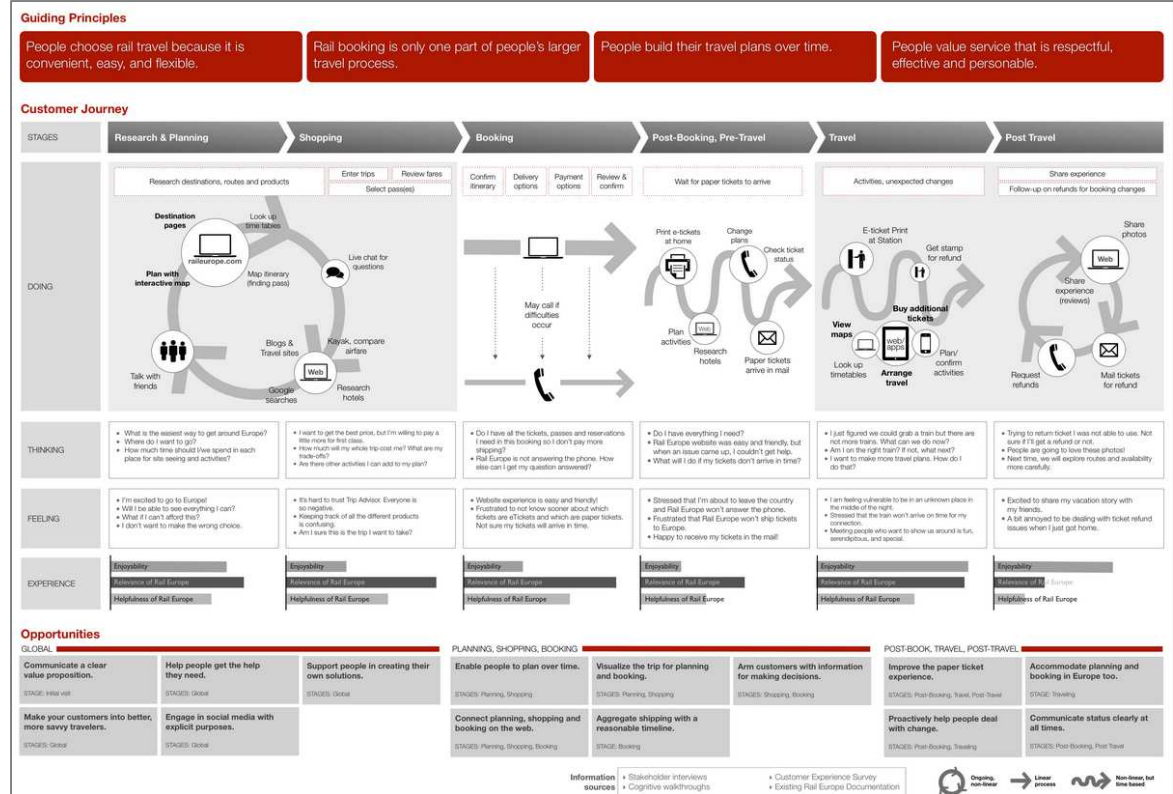
- Ensures that we understand our customer and their engagement with hibu's products and services across all touchpoints and through every buying stage.
- Increases organizational understanding
- Exposes weakness and allows for corrective actions and opportunities for improvement

What?

- Touchpoints
- Stages of the buying process
- Identifies people, places, influences, functions that exist as part of the customer experience
- Opportunities for increased conversion, engagement, retention and overall delivery improvement

Requirements

- Inputs from sales, GTM, Marketing and Product



Customer Journey Mapping