

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



	Content Deliverables	Supplemental Research	Strategy
Websites	Competitive Playbook Target Market Playbook Messaging Playbook Messaging Playbook	Customer Journey Mapping Positioning Visuals Customer Voice and Research	Synchronous ideas with Geo Marketing Marketing and execution assistance Additional Customer Resources
Websites	Playbooks become part of a series of strategic documentation and are distributed to Marketing Documents are then used to create Sales materials, collateral and customer facing resources	Supplemental documents are created that helps enhance product and strategic initiatives Research and customer panel may have additional direct cost and would need to be funded	Identifying opportunities such as campaigns, customer excellence initiatives Through use of the customer journey, identify areas and gaps in customer education and resources
Search	Competitive Playbook Target Market Playbook Messaging Playbook Messaging Playbook	Customer Journey Mapping Positioning Visuals Customer Voice and Research	Synchronous ideas with Geo Marketing Marketing and execution assistance Additional Customer Resources
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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 Marketing



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

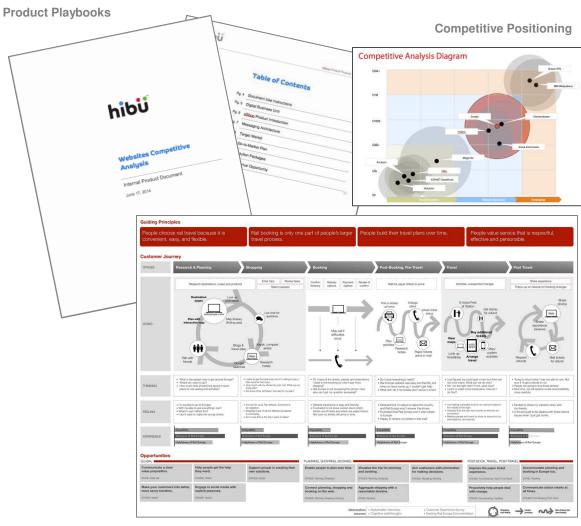
- Messaging Architecture (both)
- Competitive Analysis (both)
- Target Market Analysis (both)

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?

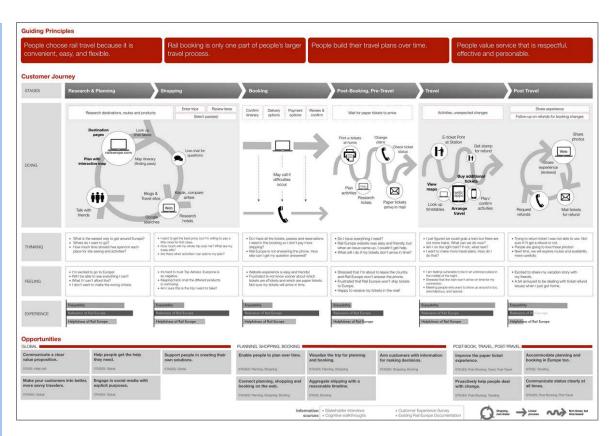
- Ensures that we understand our customer and their engagement with hibu's products and services across all touchpoints and through every buying stage.
- Increases organizational understanding
- Exposes weakness and allows for corrective actions and opportunities for improvement

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