



Digital Product Marketing Operating Framework

Digital Business Unit

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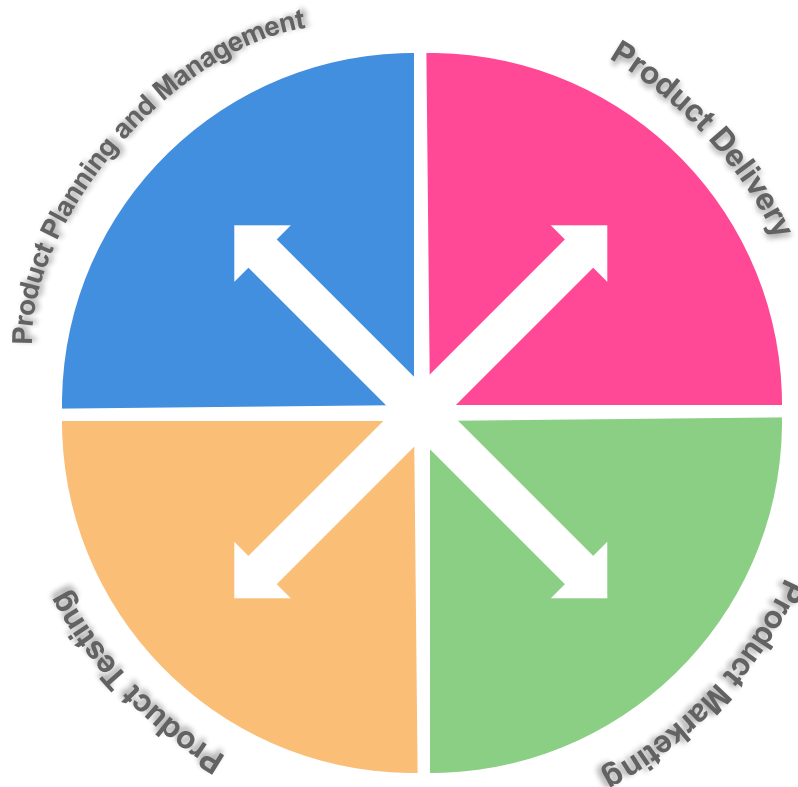


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Product Excellence Org Overview

Product Excellence Organization

Product Marketing is an essential part of the Product Excellence organization for digital products



The **Product Excellence** organization is a critical component of the business and is comprised of four main components that will work together to bring new, revenue generating products and services to market. It will also have a responsibility to optimize and ensure existing products are targeted correctly, profitable and competitive in the marketplace.

Product Planning and Management

Product Delivery

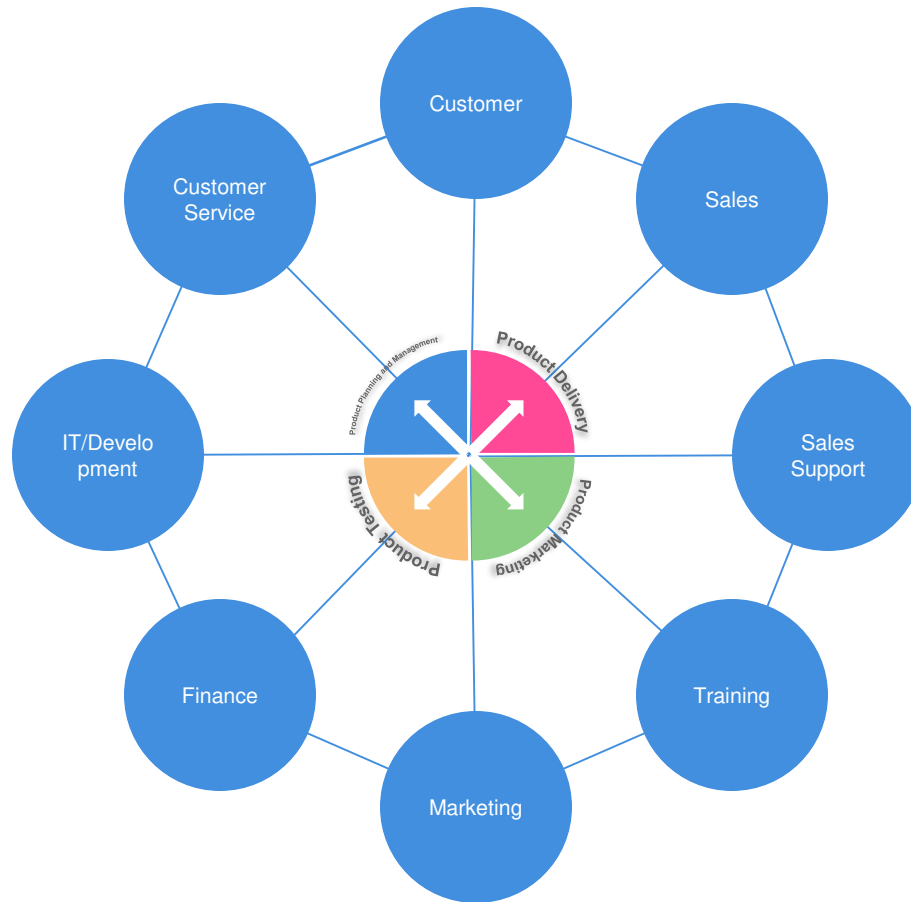
Product Testing

Product Marketing

Responsible for aligning customer expectations, stakeholder requirements and technical product development together to help deliver valuable products to the marketplace

Product Excellence Organization

Product Excellence interfaces with each part of the organization and is integrated into each area and process



The Product Excellence Org is central to the business goals and objectives; it is integrated into main revenue generating processes of the company and essentially owns all product management.

- Will work with all other department functions
- Govern the product and channel delivery and reporting matrix

Product Excellence Org Process

Product Planning and Management
Dan Frechtling

Product Marketing
Travis Williams

Product Delivery
Tom Darnell

Product Testing
Antoinette Ward

Product Marketing Overview

Mission Statement



Product Marketing will align customer expectations, stakeholder requirements and technical product development together to help deliver valuable products to the marketplace

Main Responsibility Set:

- Customer insight and expectations
- Product positioning and market analysis
- Value messaging and benefit statements
- Enablement for sales via collateral, training and tools
- Drive awareness across geos and internal stakeholders

Product Marketing as part of the *Product Excellence Org* has the responsibility to be the “Voice of the Customer” within hibu. This will be accomplished through:

- Understanding the customer journey, needs and requirements and buyer behavior
- Guiding the interaction between hibu and potential buyers
- Assessing customer needs with products and service, ensuring these are addressed internally
- Ensuring that we are delivering products and features that are based on customer expectations and not internal needs

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

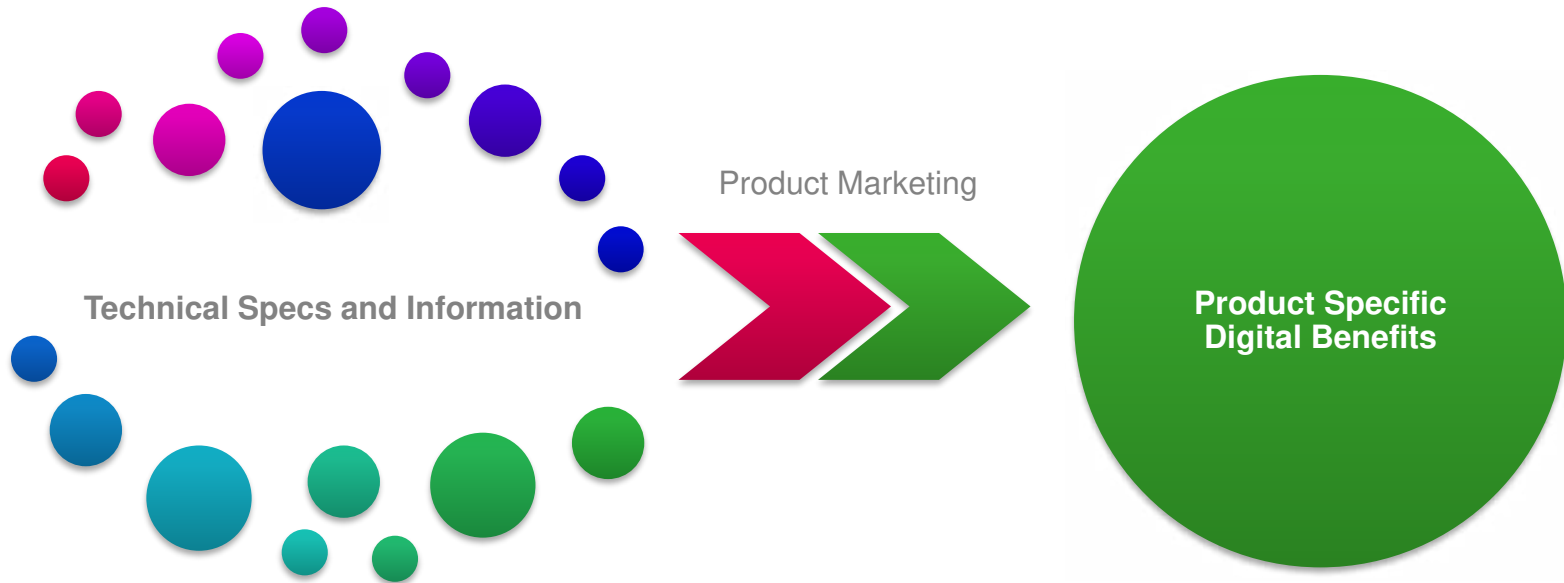
- Thoroughly and strategically mapping the pathway for the most effective customer and product engagement that leads to increased adoption

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

Product Marketing Function



Product Marketing works with the other functional areas of the Product Excellence Org to understand technical specs and ensure they align and can be communicated as customer benefit statements

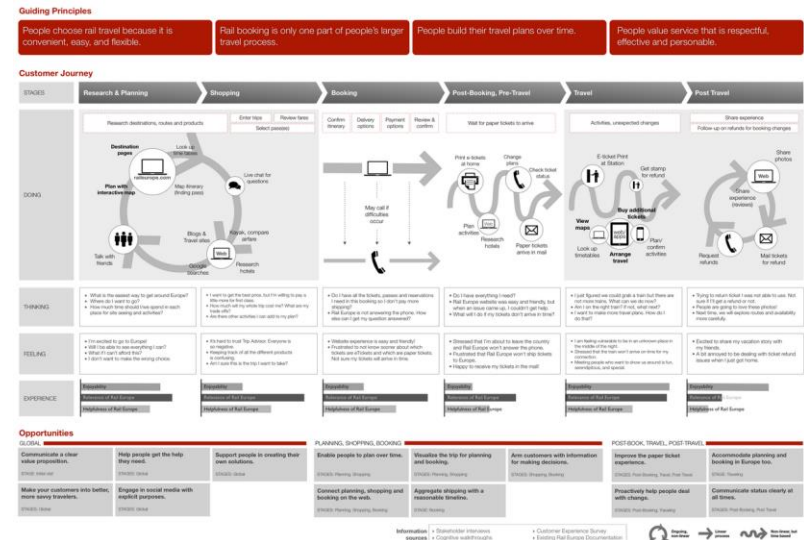
Messaging and benefits statements are then delivered to the Geo Marketing team for use in channel communications, sales collateral, web copy and training/enablement

Mapping the Customer Journey



Product Marketing will maintain the customer journey for each new and existing digital product. This is a customer centric practice that will assist us in understand the effectiveness of our delivery and product in the marketplace

- Allows us to properly map out customer engagement through the various phases
- Will assist in highlighting strengths and weakness in a potential customers purchase journey and interaction with hibu
- Ensure a satisfactory customer experience with hibu and our products
- Maintain that we continue operating in a "Customer Needs" model rather than a "Technology First" model
- Ensure that we understand our communication and cadence with the customer through the journey



Example of a Product customer journey

Will assist the Product Excellence team in identifying the right market segments for products and works to formulate programs that will achieve revenue growth

- Identify and validate correct markets and channels for delivery
- Works with research team and produces the product segmentation summary
- Segmentation Summary will allow for sales enablement tools and other data points that will be used in the creation of consumer information needs

Key Performance Indicators

Sales Penetration

Sales Volume

Interdependencies

Product Excellence

Research Team

Marketing

Go-to-Market

Competitive Positioning

Product Marketing will provide all research to validate product positioning, feature set,

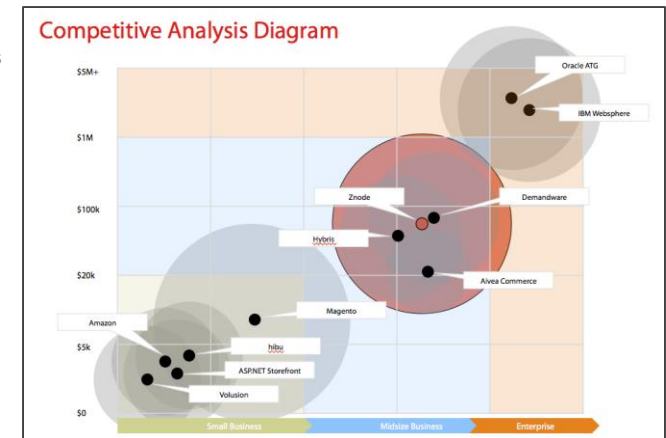
Interdependencies

Research Department

Product Excellence Org

Go-to-Market

Example of a Competitive Analysis Diagram



Messaging Creation

Product Marketing will be responsible for creating the messaging architecture for new products while enhancing that of existing ones.

Key Performance Indicators

Sales Penetration

Sales Volume

Interdependencies

Product Excellence

Sales

Marketing

Go-to-Market

Product Marketing Strategy



Driving Awareness/Comms



Target Market Analysis



Sales Enablement



Customer Information Needs



Collateral and Resources



Information Requirements and KPIs

