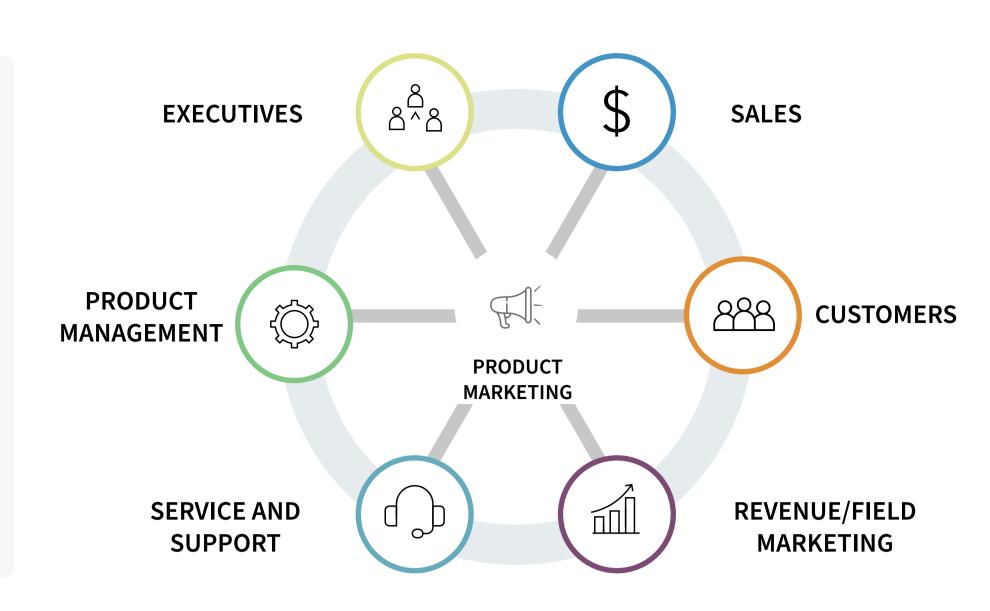
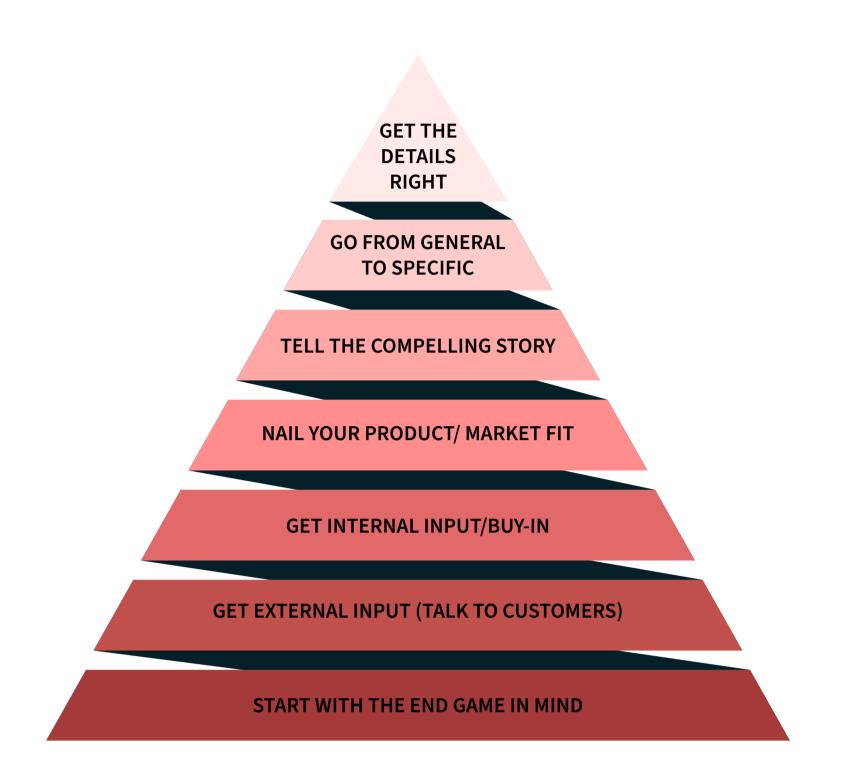
+ Callan Consulting

THE PRODUCT MARKETING WAY

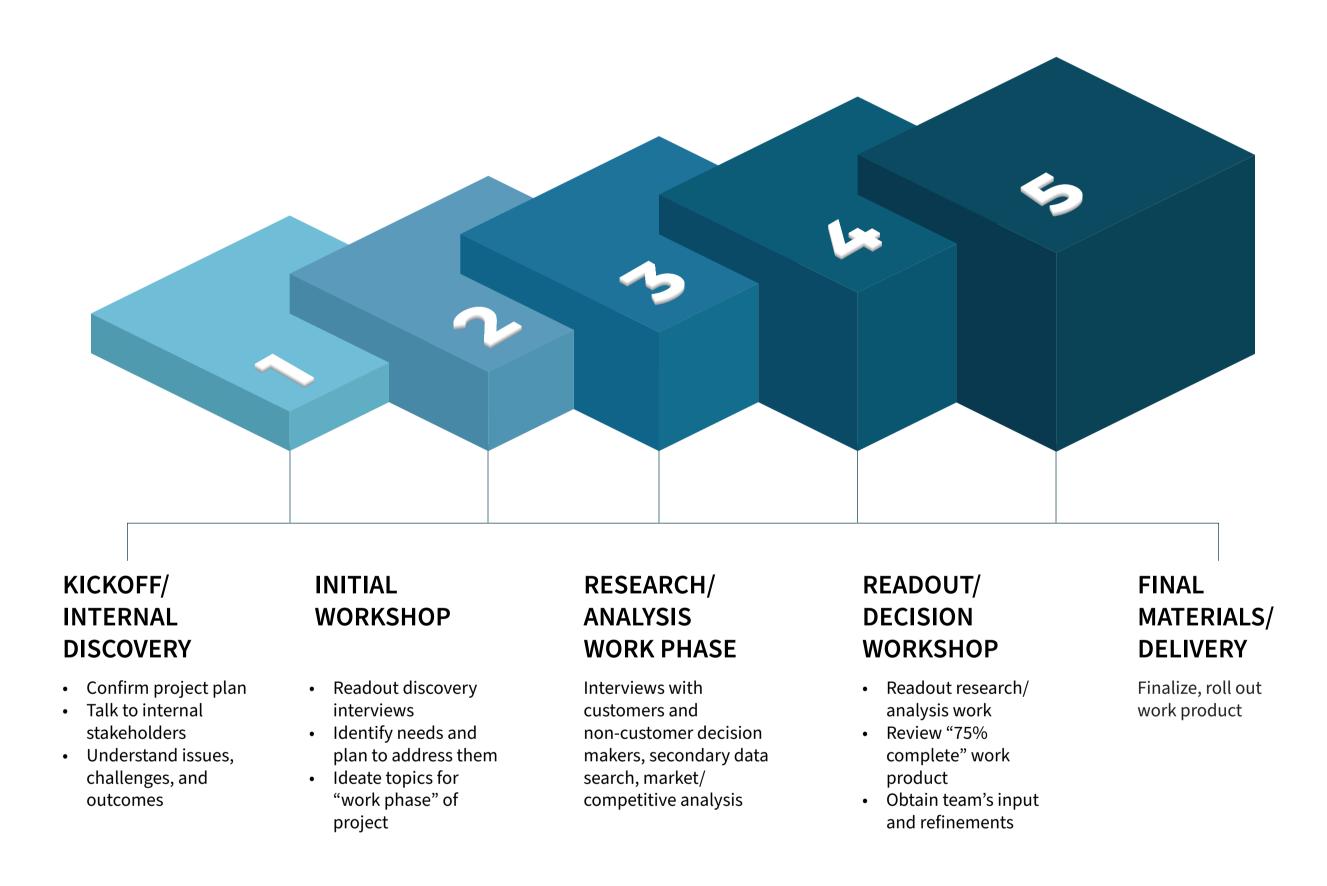
The product marketing function is the hub of the organization, conducting inbound and outbound customer intelligence and communication, and coordinating all go-to-market efforts.





The Callan Product Marketing Way (the **Callan Way, for short)** captures the Callan Consulting approach to performing excellent product marketing. It is centered around seven key tenets.

The Callan Way typically uses a five-stage process, from initial kickoff and discovery to delivery of the final materials. We perform two workshops, which are key to the methodology and are critical to gathering internal input and gaining buy-in.



The Callan Way can be applied to a broad range of product marketing initiatives, from upstream initiatives such as strategy and planning, to execution-level activities such as developing customer-facing materials and sales enablement.



- Market strategy and plan development
- Market sizing/ segmentation
- Product market/fit assessments
- Ideal customer profile/personas
- Marketing audit Planning workshop

development

facilitation



- Quantitative surveys
- Focus groups • In-depth interviews
- QualBoards
- Discrete choice studies

- research
- Customer journey
- mapping Voice of customer
- Applicable to:
- Thought leadership
- Pricing and packaging
- Customer win/loss

technology products and services.



Messaging platform

- development
- Product launch planning and execution
- ROI analysis and content Competitive analysis
- User group
- management Pricing and packaging
- Revenue marketing PR/AR

marketing leaders to maximize their own efforts, especially for those focusing on



- Web content First-call decks

Collateral

- White papers
- Case studies eBooks/infobriefs
- Brochures/datasheets
- Blog entries
- ROI materials Thought leadership
- content Customer/company
- videos



- Sales master plans
- SDR team stand-up and enablement
- Account based marketing (ABM)
- Playbooks
- Battlecards
- Sales training
- Ongoing planning and support
- territory planning

· Compensation and

To learn more about the Callan Product Marketing Way and/or receive a free consultation on how you can use it to maximize your team's product marketing efforts, visit www.callanconsulting.com/CallanWay.

Callan Consulting believes these best practices can be applied by marketing and product