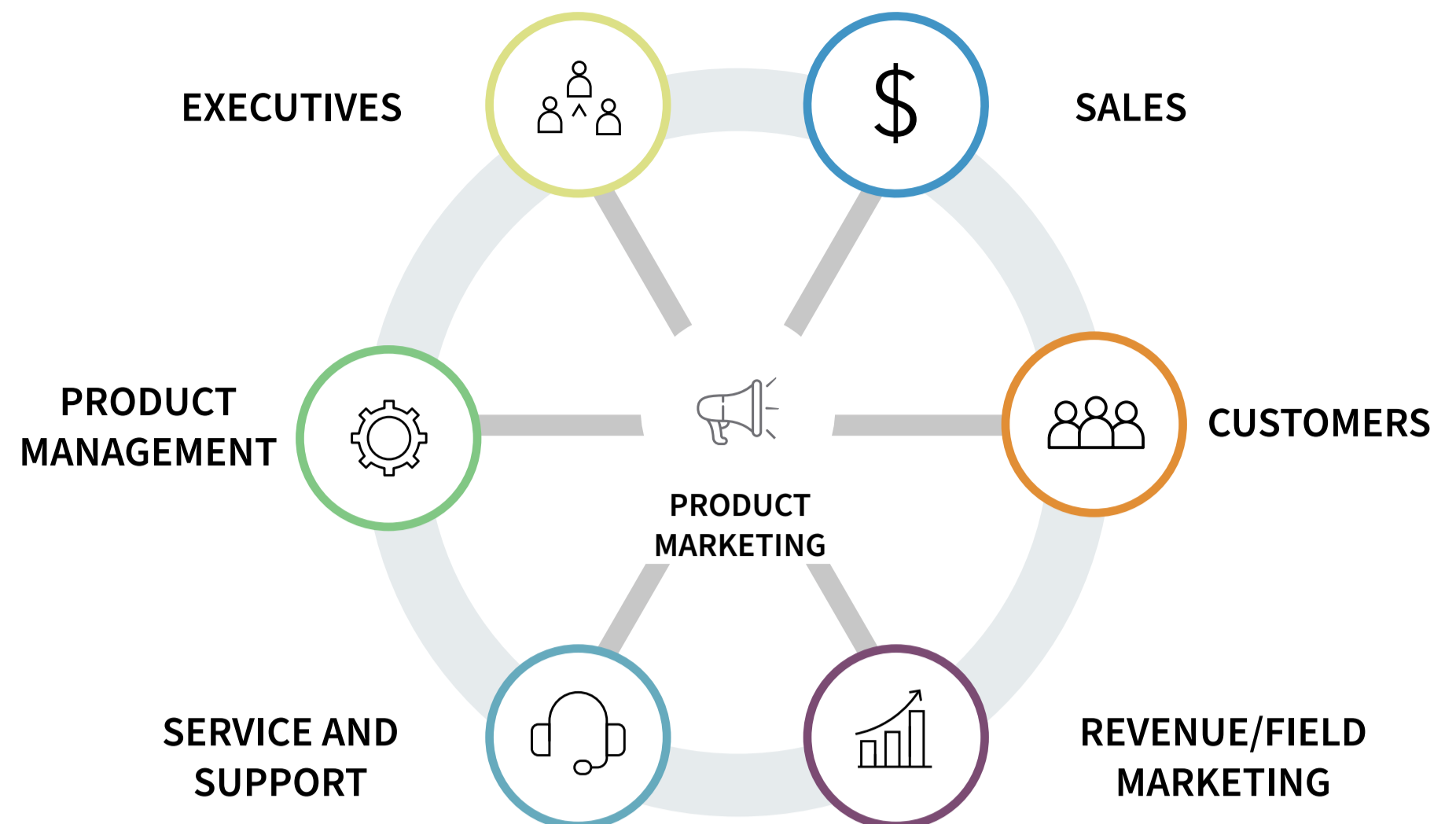


THE PRODUCT MARKETING WAY

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.



Callan Consulting believes these best practices can be applied by marketing and product marketing leaders to maximize their own efforts, especially for those focusing on technology products and services.

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.