

GUIDE

Product Marketing

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THE CORE PRINCIPLE: FOCUS ON THE CUSTOMER

The most important role of product marketers is to understand who the customer is and what they want and use those insights to create value for both the customer and the company.



Who are they? What do they want?
What do they need?
What are they willing to pay?

FIVE KEY FUNCTIONS OF PRODUCT MARKETERS:

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1. Positioning – Shaping the right perception in the customer's mind
2. Pricing – Setting the right value for the market
3. Packaging – Creating attractive and functional presentation
4. Promoting – Effectively communicating value
5. Supporting – Guiding the customer throughout their journey

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ACTIONABLE TIPS FOR PRODUCT MARKETERS:

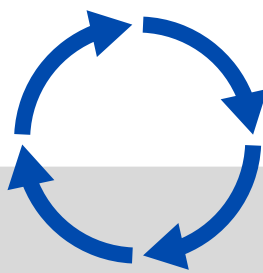


- Conduct a SWOT Analysis
- Develop Customer Personas
- Analyze the Competition
- Set SMART Goals
- Tell Your Product's Story
- Build a Go-to-Market Strategy, covering the 4 Ps: Product, Price, Promotion,

THE PRODUCT LIFE CYCLE:

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- Introduction – Persuade early adopters; trendsetting stage
- Growth – Rapid user adoption and market expansion
- Maturity – Stable revenue, increased competition
- Decline – Drop in sales; time to innovate or pivot



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WHAT IS PRODUCT-MARKET FIT?

Achieved when your product meets the needs of a healthy, clearly defined market.



- **Identifying your target market**
- **Defining a value proposition**
- **Building and testing your MVP**

KEY METRICS

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- NPS (Net Promoter Score) – Detractors, Passives, Promoters
- Cohort Retention Curve
- Open-ended Surveys
- CLV:CAC – Customer Lifetime Value vs. Acquisition Cost

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KEY TAKEAWAYS:

- Product marketing revolves around five core functions
- Products follow a predictable life cycle, from launch to decline
- True success happens when you achieve product-market fit by testing, measuring, and iterating