



Strategic Product Marketing

*The Missing Link in a top-Down Product
Management Culture*

John Mansour

“Participate in Your Success”

August 28, 2010



True or False?

Product Marketing needs more product knowledge.

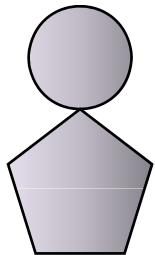
True or False?

**Product Managers see markets through
the lens of their products.**

The Conscience of the Company?

Product Management & Product Marketing Agenda

C-Level



Board & Investors

MARCOM

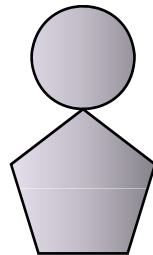
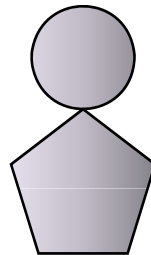


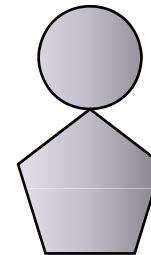
Image & Awareness

Sales



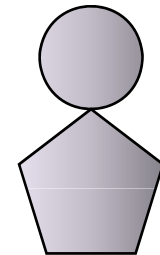
The Next Deal

IT / Engineering



New Technology

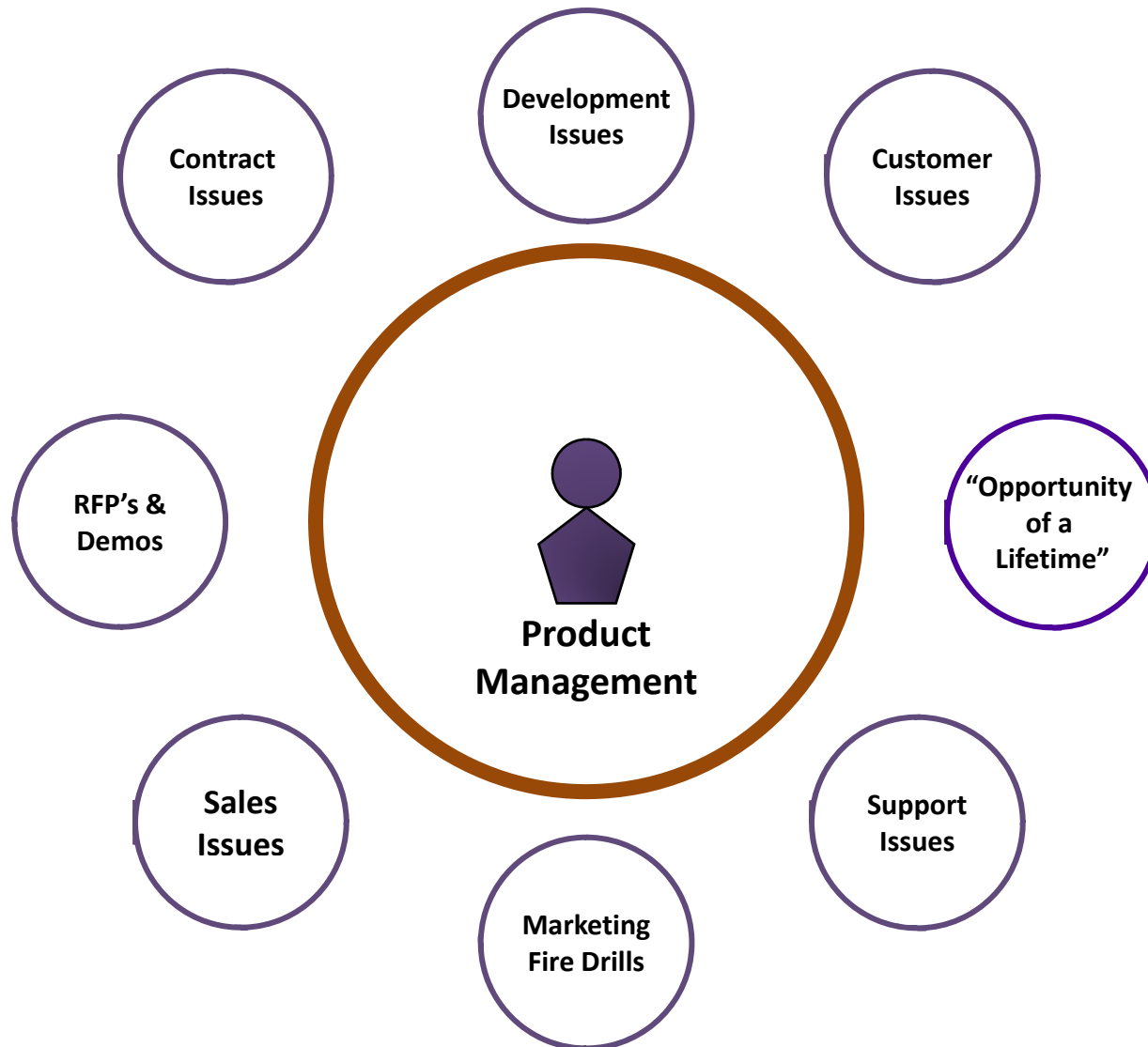
Service & Support



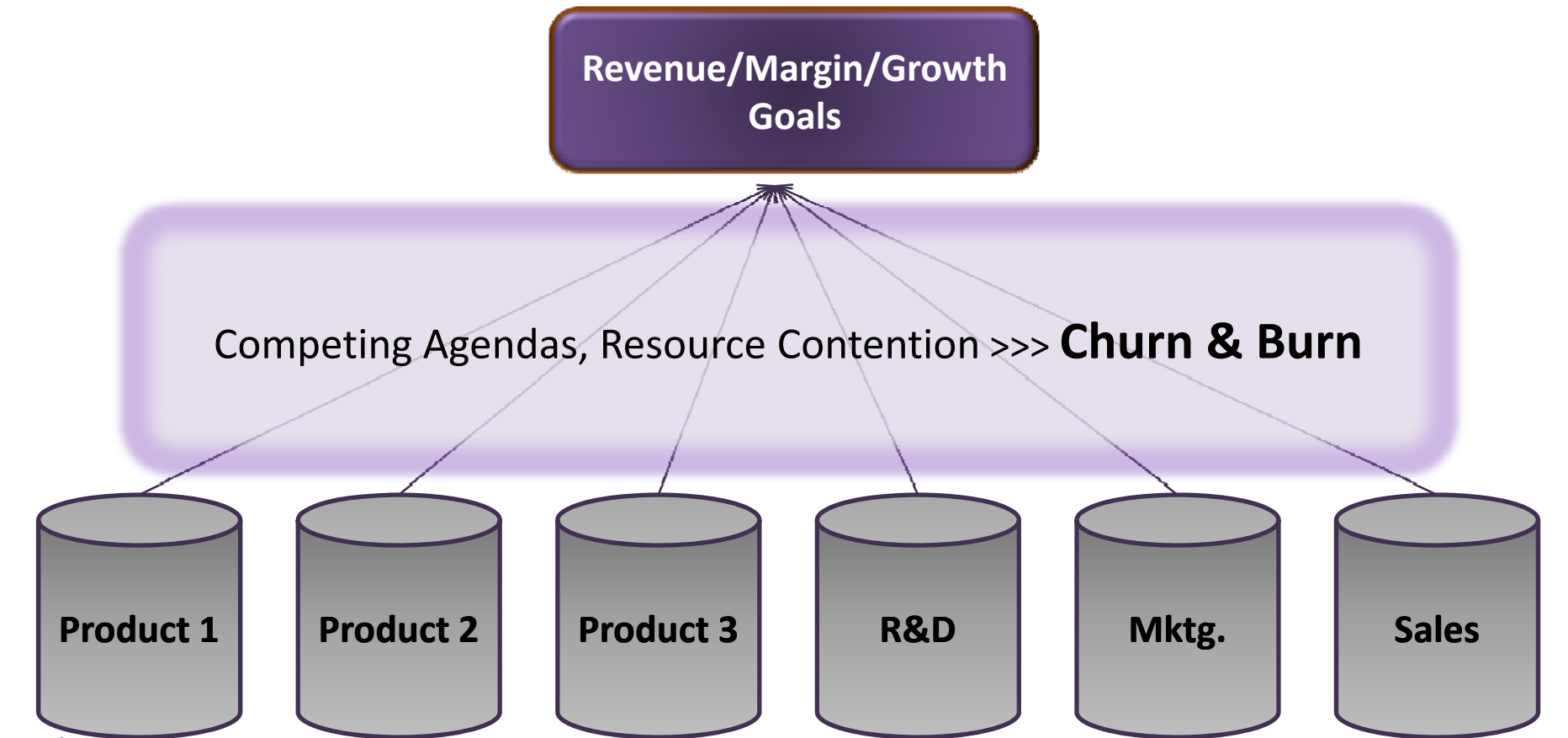
Successful Customers

Typical Product Marketing





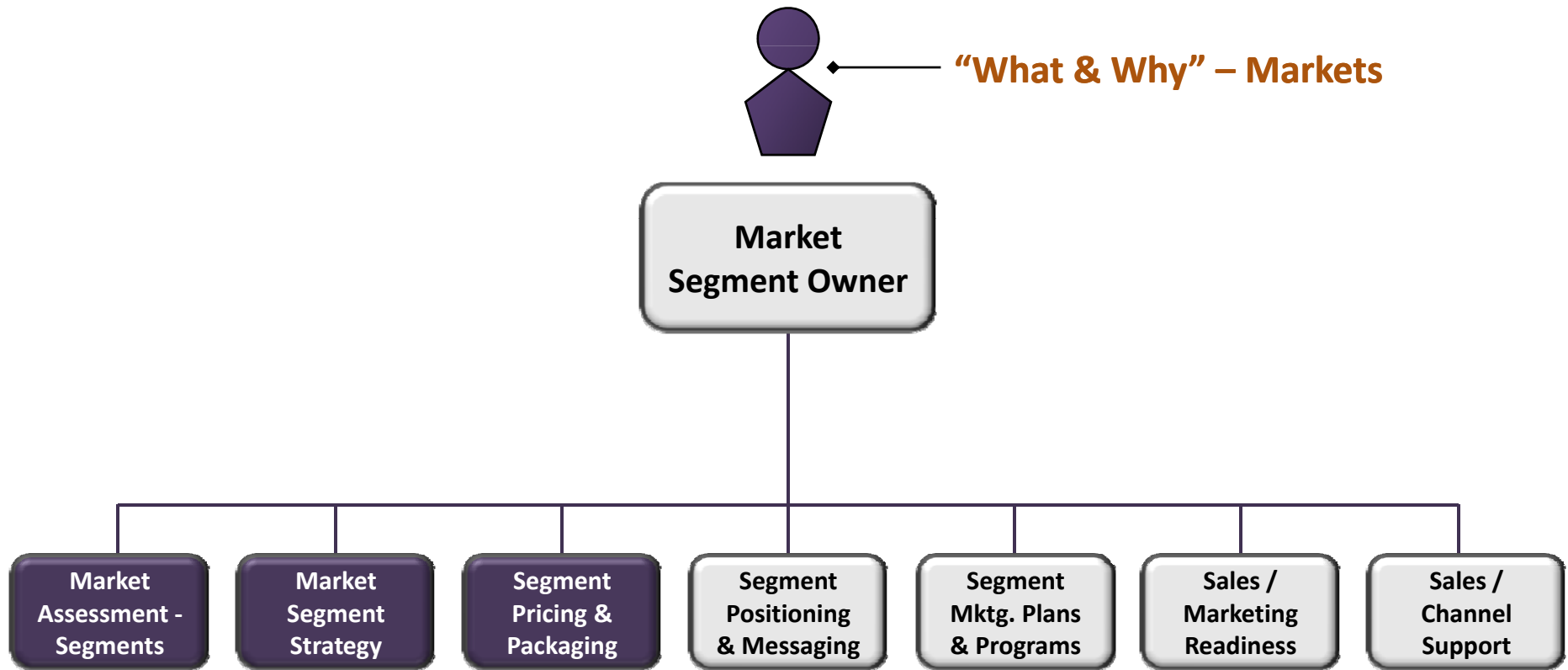
The Culprit - Bottom Up PM



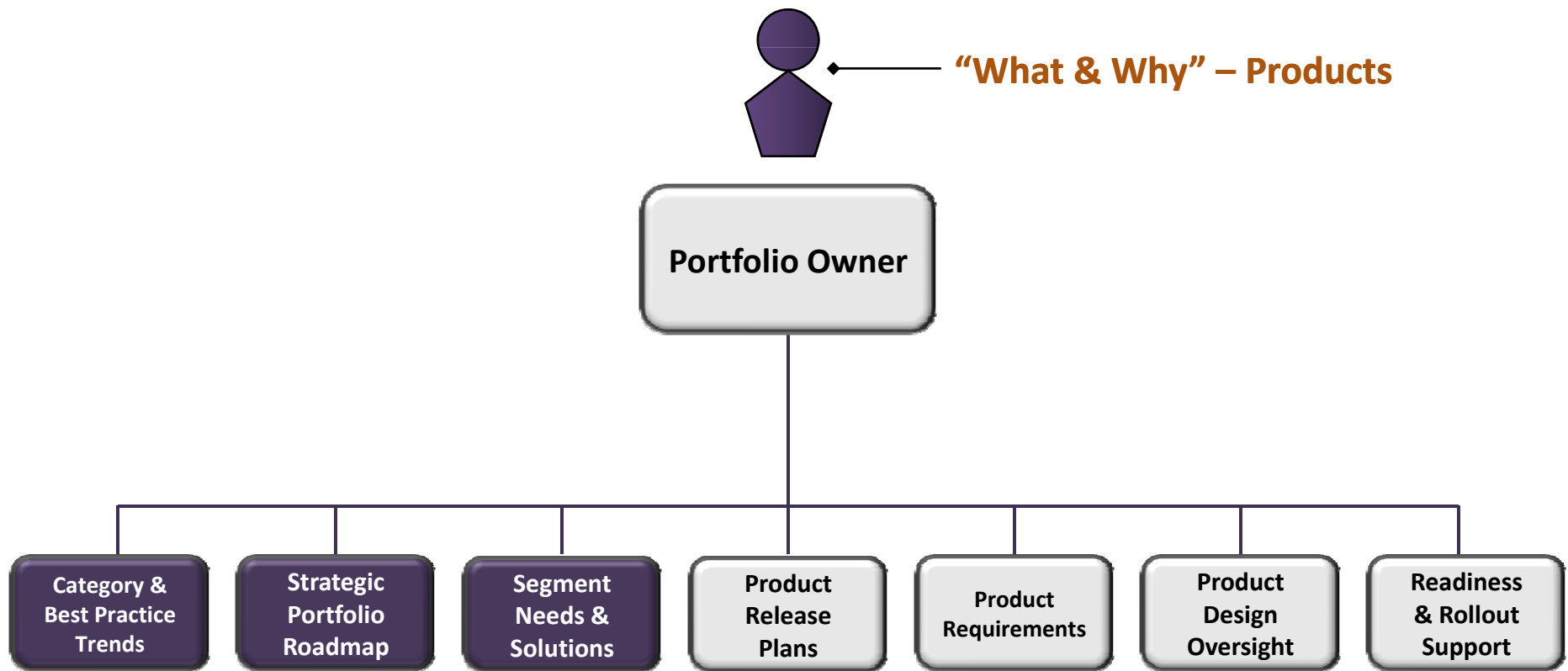
Top Down



Strategic Product Marketing



Strategic Product Management



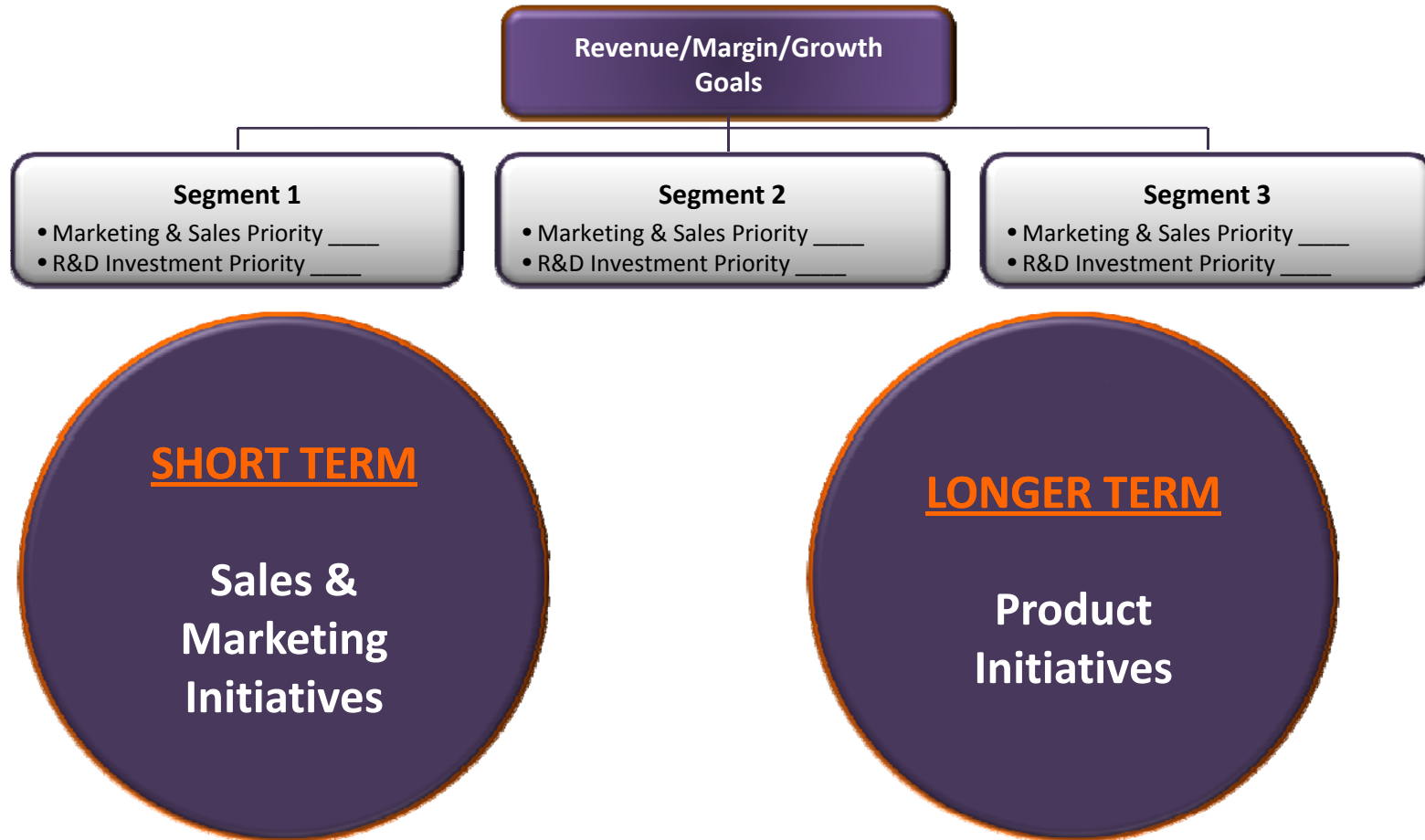
Segment – Portfolio Matrix

Product Marketing

Product Management

	Segment 1 Solutions	Segment 2 Solutions	Segment 3 Solutions
Product 1	X	X	X
Product 2	X		X
Product 3		X	X

Two Buttons



Higher Value PM & PMM

1. Uniquely qualified to set direction

- *Segment, business & product expertise*

2. One agenda for the organization

- *Markets segments drive everything*

3. Product/service solutions that are worth more to customers

- *Targeted to segment issues with strategic impact*

4. Marketing and sales differentiation

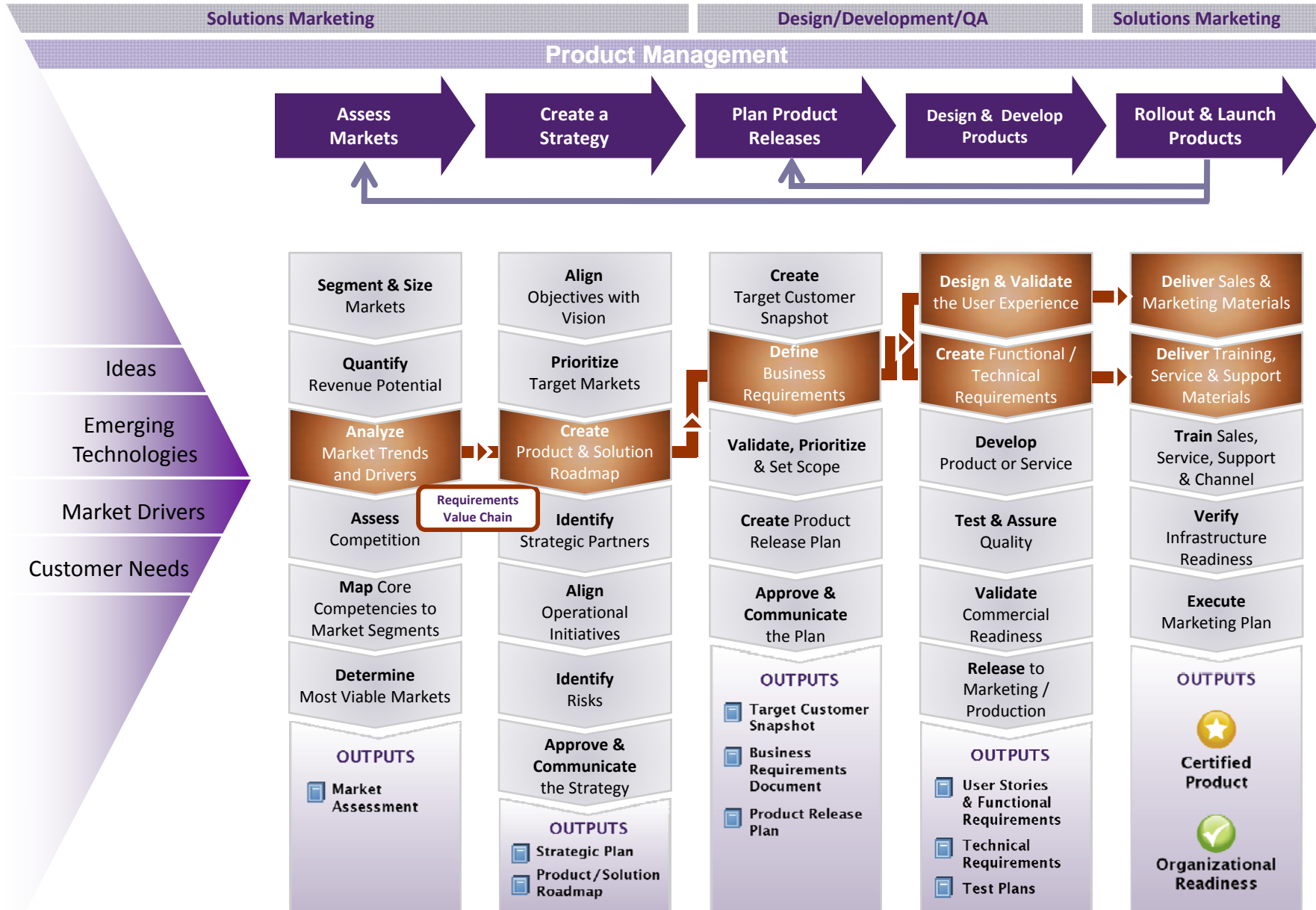
- *Segment specific positioning that transcends products*

5. Greater momentum

- *Unplanned initiatives aligned to segment priorities*



Product Management: A Framework For Growing Revenue & Market Share





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