



# Product Growth Accelerator

Accelerate product growth with a go-to-market strategy that drives results. Refocus your product marketing efforts with deep insights on buyers and their journeys.

**Product Growth Accelerator** re-orientes product marketing around buyers and how they buy, anticipating the needs of their customer-facing teams, and ensuring that marketing and sales teams are equipped to guide the buyer to successful adoption of the solution.

## Lessons

1. A strategic approach to product marketing
2. Market and competitive analysis
3. Product objectives and success metrics
4. Positioning and messaging
5. Buyer personas and journeys
6. Sales enablement
7. Prioritizing for business value
8. Product release and launch
9. Measure, learn, and adapt

Master the strategic approach to product marketing — the equivalent of a three-day course, all in two sessions per week for 9 weeks.

All Product Growth Leaders offerings are built around interactive sessions following the **L-E-A-P approach**.

**L - Lesson** in an interactive format

**E - Extend** your learning with new tools and repeatable methods

**A - Apply** to your product or market

**P - Peer Review** led by a coach in a live session.



**Certification from the Quartz Open Framework included.**

# Agenda of Topics

## **A strategic approach to product marketing**

What is product marketing (and what isn't)? Clarify the scope of this often-misunderstood role and how it represents the market to other teams including product management, marketing, sales, and customer success.

## **Market and competitive analysis**

What is your target market? Product marketing begins with a deep understanding of markets segments, buyers, and the competitive landscape. This expertise drives positioning, messaging, packaging, and programs. Learn to validate your hypotheses with market insight research.

## **Product objectives and success metrics**

How do you define success for your product marketing efforts? Learn how metrics are used to quantify product success and to help ensure programs are aligned with desired results.

## **Positioning and messaging**

What is it and why should buyers care? Learn to articulate your product's unique value proposition and its positioning. Ensure your messaging connects market problems with product capabilities in a way that resonates with buyers.

## **Buyer personas and journeys**

How do people buy? Document the customer's journey from interest to action. Map the buyer's journey and ensure that necessary information is provided at each step of their buying process.

## **Sales enablement**

What problems in the buyer journey should we address? In this module, we'll look at two key documents—the buyer problem and a messaging document for the solution. Use a marketing solutions template to provide the messaging for each deliverable.

## **Prioritize for business value**

Which comes first? Since you cannot deliver everything, you must prioritize continually. In this module, you'll learn to use methods to visualize and prioritize product marketing deliverables.

## **Product release and launch**

When will it ship? Release is the end of a development project; launch is the beginning of a marketing project. Align your launch planning to rhythms in your market, not to internal development cycles. Ensure your teams are ready to market, sell, and support the product.

## **Measure, learn, and adapt**

Are you meeting your product marketing objectives? Use product and market metrics to identify areas to improve. Adapt the principles of strategic product marketing to do the right things right and remove the chaos from your product marketing roles and processes.