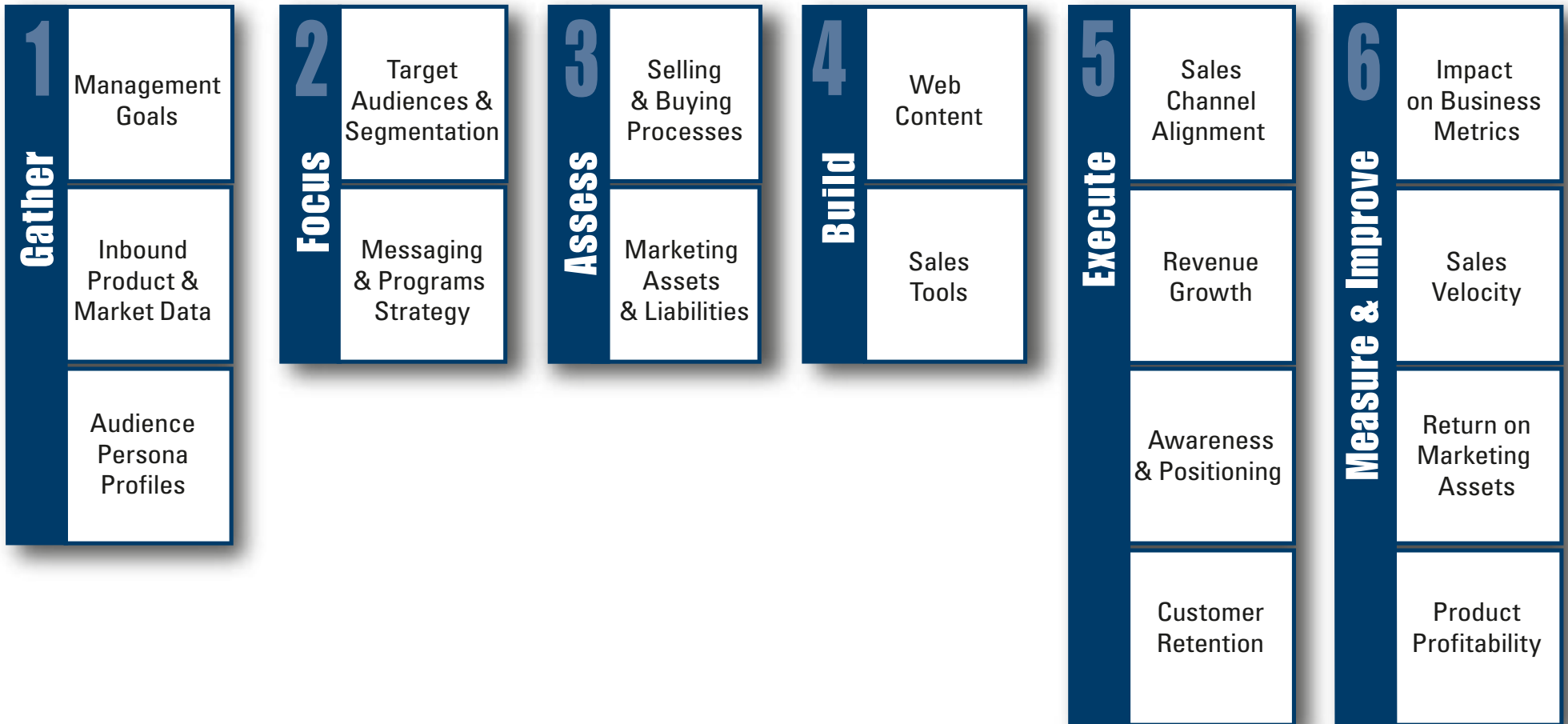


# Effective Product Marketing

A Process for Successful Go-to-Market Strategies



## Effective Product Marketing Rules

1. Time spent on Gather, Assess, Focus, Measure & Improve reduces time and budget wasted on Build & Execute.
2. Never confuse efforts with results.
3. If you are talking to someone you don't know, you are not communicating.
4. Leverage and build marketing assets to overcome your liabilities and influence a specific audience.
5. Focus on your sales process to anticipate the needs of the buyers and sales people.
6. You need a positioning document for each buyer you want to influence.
7. Don't confuse product positioning with program strategy and messaging.
8. To earn support for your go-to-market plan, give management a business case for their investment.
9. First, say what problem you solve for the buyer. Then, deliver your persona-based message.
10. Benefits express answers to your buyer's problems.
11. Align marketing campaigns by buyer persona, not just products or services.
12. Tell your sales people about buyer personas and they will listen to you. Build tools by buyer persona and they will use them.

## Create Programs and Tools to Support the Sales Process

