

**SESSION:** How to be a Product Marketing Genius, Ninja, Guru, Rock Star, Wizard...

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### Key Takeaways

1. Forget your product
  - Don't start from a product perspective...start with an end-user perspective
  - Its really about the audience that you are targeting, both your customers and your salespeople
    - Customer: What value-based messaging resonates with them?
    - Customer: What's the go-to-market strategy? Where can you find your target audience?
    - Salespeople: Remember you're typically competing against other products for the salesperson's mindshare. Common mistake is to ignore the sales team's product feedback early in the process
2. Lead with your story
  - Product manager challenge is to take how your clients are using/valuing/etc your product and creating a message
    - Jeff Bezos (Amazon) interview with Charlie Rose: "Product is the New Marketing". Put an over-arching story around your product and making sure it is relevant/ valuable to your clients
    - Salesforce.com: big over-arching message was the word Software crossed out, which was a tough sell when they launched. When Salesforce.com had a big outage, their competitors made a big deal about it since it spoke directly to their messaging. Salesforce.com countered by being the first in the industry to publish their stats (which were best in class), allowing them not only to defend but also further advance their message
  - Find ways to wrap your story around emotion AND facts/data
3. Be Social
  - Before product managers did market research primarily through focus groups and by talking to their salespeople
  - With social media you can now engage with broad audiences in an unprecedented way, and also in a very targeted manner
    - e.g. It is often hard to get customers to provide feedback/ case studies since there is often an internal approval process. It's a lot easier to have reference customers post their comments/ review/ case studies on private sites (i.e. [www.Drupal.org](http://www.Drupal.org))
  - Use social to start conversations, do not end it there!
  - Shift your thinking from "product" management to "community" management. Today you need customers to help sell your products – they are often your best marketers

#### 4. Be Relevant

- You can experiment, but you need to build for the long-term – you can't build a community and then decide a year from now to shut it down or, perhaps even worse, disengage and turn it into a "ghost ship". Creating content is the equivalent of creating a landing strip – once you land the customer you need to have something relevant for them – fact sheets, case studies, other collateral materials
  - Cree.com, maker of LED Lighting, is a good example of creating materials (video, blog, etc.) that is both engaging and relevant to customers