

Leadership Vision for 2025

# **Top 3 Strategic Priorities for Product Marketing Leaders**

# Introduction

The technology world is rapidly evolving, and continuous change in market, buyer and competitive dynamics, puts pressure on product marketing teams to adapt quickly.

AI-enabled offerings and internal AI tools are pushing product marketers to learn new skills and leaders to find a place to use these emerging technologies to compete with other tech companies.

Product marketing leaders are also in a key position to unify the GTM teams, breaking down silos and ensuring a smooth product roll-out between stakeholder groups. Given the highly cross-functional nature of product marketing, it's critical for product marketing leaders to ensure alignment across GTM teams and activities to drive efficiency and growth.

Use this guidance to stay ahead, achieve your goals and lead product marketing success in 2025 and beyond.

## Key questions addressed



What are the **major trends** affecting product marketing leaders?



What are product marketing leaders' top **priorities** for the year ahead?



What **actions** must product marketing leaders and their teams take to succeed?

# 3 Trends Defining the 2025 Product Marketing Landscape



## Increased specialization in product marketing

Though the role of a product marketer remains highly fluid across the tech sector, 73% of product marketing leaders indicated that they have specialized product marketing roles (e.g., competitive intelligence or sales enablement) on their teams.

Furthermore, there is a growing emphasis in product marketing further upstream in the GTM life cycle to ensure that offerings address customer expectations and market demands.



## Unified GTM will drive growth

Fifty percent of tech CMOs and product marketing leaders indicate that a lack of effective collaboration with revenue functions (e.g., sales, account management or customer success) is a top barrier to reaching customer expansion goals.

Conflicting perspectives and siloed data and analytics stacks add to the difficulties, and organizations that don't address these challenges will fail to meet customer needs.



## GenAI transforms product marketing

Most organizations have embedded GenAI into their offerings (or plan to in the next 12 months). This leaves today's product marketers with the unenviable task of articulating differentiation and value beyond ubiquitous GenAI to separate their offerings from competitors in the eyes of the buyer.

# 3 Priorities and Actions for Product Marketing Leaders

## PRIORITY

01

### **Clarify the role and impact of product marketing**

Despite being a highly strategic and operational role, product marketing is often seen as a support function only. Leadership misconceptions about product marketing's role and impact are one of the main reasons why product marketers fail.

## > ACTION

### **Articulate the Impact of Product Marketing**

## PRIORITY

02

### **Strengthen GTM alignment to drive efficiency and growth**

Organizational silos contribute to internal friction and confusion, but they also impact buyers and customers. Product marketers must play a unifying role and ensure a shared understanding of key terms (i.e., ideal customer profiles, personas) across marketing, product, sales and customer success teams.

## > ACTION

### **Maximize Revenue Potential by Aligning GTM**

## PRIORITY

03

### **Become AI-empowered**

AI/GenAI skills and knowledge gaps hinder growth as the internal and external use cases for these technologies grow. These knowledge gaps limit the ability to bring these AI-enhanced offerings to market, which impacts revenue and retention.

## > ACTION

### **Boost Proficiency in Data and AI Literacy**

# ACTION 01 Articulate the Impact of Product Marketing

The inconsistently defined role of product marketing means that organizations don't fully appreciate the potential impact on the business and revenue. Product marketing leaders often struggle to prove the value of product marketing and receive "credit" for their efforts. To help highlight the importance of product marketing to the organization, leaders should:

- **Clearly define the role**, its purpose and how it demonstrates impact.
- **Clearly articulate the focus and direction** of the team to key stakeholders to reduce internal confusion and demonstrate impact via a team charter that evolves with the organization.

Communicate product marketing's role and purpose in the organization ...

## Product marketing charter

Product marketing exists to ...

We are experts in:

- \_\_\_\_\_
- \_\_\_\_\_

How we collaborate:

- \_\_\_\_\_
- \_\_\_\_\_

Source: Gartner

... and how it defines success, aligns with key stakeholders and how work is prioritized

Areas of focus and responsibilities

Team structure

Metrics used to measure success

Stakeholders who provide direction, resources and priorities

Key functional partnerships

Key deliverables and prioritization principles

# ACTION 02 Maximize Revenue Potential by Aligning GTM

Ineffective communication directly impacts customer acquisition and expansion goals. Product marketers must work with key stakeholders to break down organizational silos and ensure collaboration by:

1. Defining clear workflows between teams for all phases of customer life cycles
2. Developing shared target audience definitions (e.g., ICPs, segments and personas) and value propositions
3. Building an integrated process for content, training and coaching
4. Advising on data strategy and the requirements of a technology stack to meet GTM needs
5. Agreeing on a unified GTM scorecard and shared decision making

## Benefits of cross-functional collaboration and alignment



### Sales and marketing collaboration

**2.3x**

**more likely to exceed customer acquisition targets**

n = 412 sales and marketing leaders



### Aligned cross-functional goals

**3x**

**more likely to exceed customer acquisition targets**

n = 213 chief sales officers/senior sales executives

Source: Gartner

## ACTION 03 Boost Proficiency in Data and AI Literacy

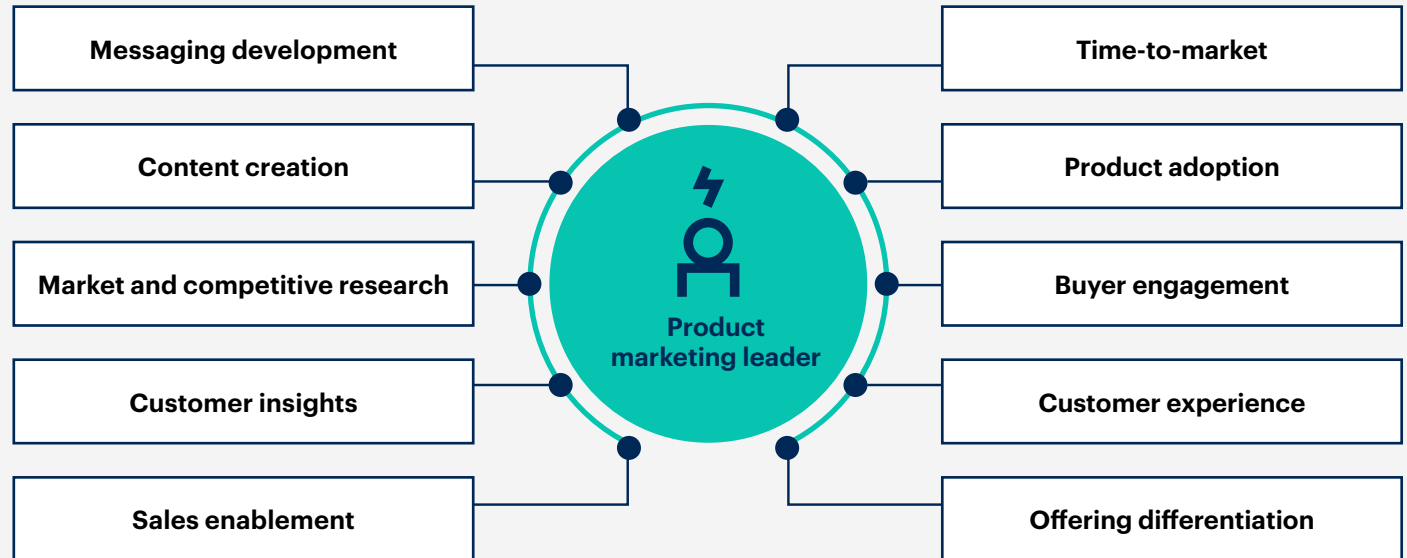
The rapid evolution of AI/GenAI has led to an increase in AI-enhanced offerings. It has also led to higher business expectations for the product marketing function.

As product marketers use GenAI to achieve a wider range of operational goals, Gartner has seen the natural expansion of both internal and external use cases.

Build AI expertise through AI literacy programs and internal communities of practice (CoPs) that balance internal and external training opportunities and cross-pollinate lessons learned.

Increase knowledge and understanding of data and AI to help implement the technology internally and enable the team to better articulate the value of any AI-enhanced offerings.

### GenAI has impacted the overall expectations of the product marketing function — across internal and external use cases



Source: Gartner

# Actionable, objective insight

Explore these additional complimentary resources and tools for product marketing leaders:

## Research

### Build Adaptive Product Marketing Teams to Navigate GTM Challenges

Bolster product marketing maturity and effectiveness in four common GTM scenarios.



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## Research

### Productivity-Boosting GenAI Use Cases and Tools in Tech Marketing

Prioritize generative AI investments with insights into top use cases and technologies.



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## Article

### Product Marketing Strategy

Essential guide to build a winning strategy, set priorities and drive impact.



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