Gartner

POW!!

Product Marketers — The Super Heroes of Tech Marketing Teams

Technology marketing must be agile, and with that comes greater reliance on product marketing.

Product marketers' rich skill sets enable tech providers to weather changing market conditions and lead everything from GTM strategy to buyer understanding, differentiation, messaging, product launch and sales support — **in short, both revenue generation and revenue growth.**

Define Product Marketing

BOOM!

Product Marketing — aka Industry (Vertical) or Solution Marketing
Addresses two or more strategic areas and collaborates with key stakeholders.

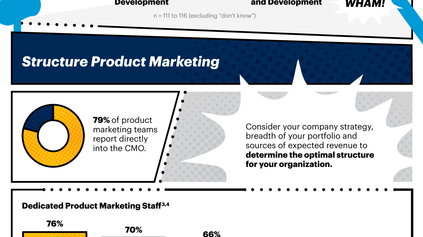
Market Opportunity	Product Direction	Pipeline Development	Revenue Generation
Executive Leadership	Product Management	Marketing	Sales
• Identify addressable market opportunity. • Articulate market potential: one-, three- or five-year plan.	• Understand buyer requirements. • Tie features/functions to business outcomes. • Be internal customer advocate for product roadmap.	• Outline buyer's journey. • Product launches. • Segmentation. • Positioning/messaging. • Evangelize.	• Spearhead sales enablement. • Support sales opportunities. • Capture buyer feedback and success stories.

Most Critical Deliverables and Activities

Broad challenges this talent needs to conquer![1]

n = 118

On average, product marketing owns or leads **six key initiatives.**[2]



n = 111 to 116 (excluding "don't know")

Structure Product Marketing

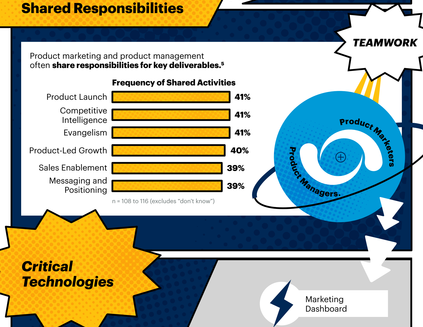
79% of product marketing teams report directly into the CMO.

Consider your company strategy, breadth of your portfolio and sources of expected revenue to **determine the optimal structure for your organization.**

Dedicated Product Marketing Staff[3,4]

n = 116

Ratio of **Product Marketers:Product Managers**



Shared Responsibilities

TEAMWORK

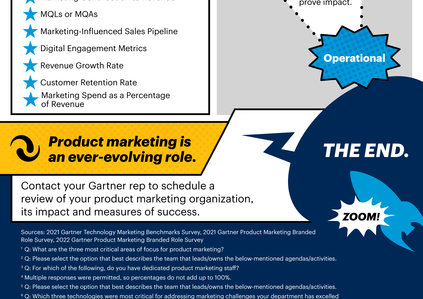
Product marketing and product management often **share responsibilities for key deliverables.**[3]

Frequency of Shared Activities

n = 108 to 116 (excludes "don't know")

Critical Technologies

Tools to get the job done!



n = 89

Measuring Success

The role is **fast-moving and agile,** so metrics will vary.[5]

- Content Consumption Metrics
- Marketing Contribution to Revenue
- MQLs or MQAs
- Marketing-Influenced Sales Pipeline
- Digital Engagement Metrics
- Revenue Growth Rate
- Customer Retention Rate
- Marketing Spend as a Percentage of Revenue

Product marketing is an ever-evolving role.

THE END.

Contact your Gartner rep to schedule a review of your product marketing organization, its impact and measures of success.

ZOOM!

Sources: 2021 Gartner Technology Marketing Benchmarks Survey, 2021 Gartner Product Marketing Branded Role Survey, 2022 Gartner Product Marketing Branded Role Survey

[1] Q: What are the three most critical areas of focus for product marketing?
[2] Q: Please select the option that best describes the team that leads/owns the below-mentioned agendas/activities.
[3] Q: For which of the following, do you have dedicated product marketing staff?
[4] Multiple responses were permitted, so percentages do not add up to 100%.
[5] Q: Please select the option that best describes the team that leads/owns the below-mentioned agendas/activities.
[6] Q: Which three technologies were most critical for addressing marketing challenges your department has excelled at in addressing in the past 12 months?
[7] Q: What metrics are used to evaluate the performance of your team?
Note: Respondents included CMOs and product marketing leader.

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