SPOTLIGHT: THE EVOLUTION OF PRODUCT MARKETING

Over the last 7 years...

we've witnessed *(and—we hope—partially helped shape)* a dramatic evolution of the role of product marketing. It is no longer overlooked but seen as a key strategic player and leader in many of today's companies. And nowhere is that truer than in high-growth organizations.

Profile of a **Product Marketing Manager** in **High-Growth Revenue Orgs**

10
years in product marketing
vs. 13.4 general population

3
years in current marketing role
vs. 3.76 general population

58%
master's degree or higher
vs. 52% general population

8
products managed
vs. 11.7 or other product marketers

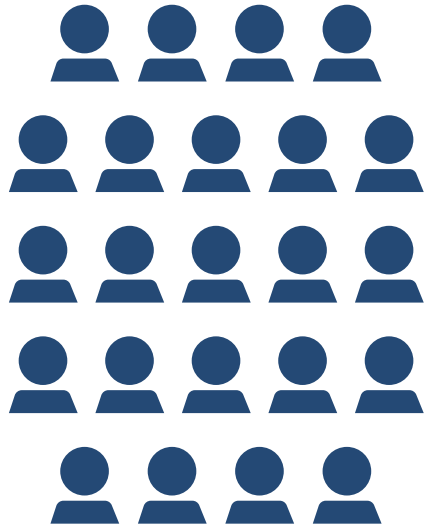# For Every 1 Product Marketing Professional in the Organization

THERE ARE:

2 product managers

2 marketing communications people

23
sales people

4
sales engineers

48%
of product marketers at high-growth companies reside in the marketing department; just **9%** have product marketing as a separate group. Average department size is 13.

32% of product marketers set and maintain pricing and packaging—this is more than double what we saw just 5 years ago.

Key Responsibilities of Product Marketing at High-Growth Companies

Ownership of these activities are **10+ pts higher** in **high-growth companies** than others:

Understanding customer's buying process
86%

Buyer personas
86%

Thought leadership
86%

Defining user personas
70%

Where They Are Spending Their Time

Sales enablement vs. marcom support

We've noted a shift in the primary focus of product marketing from marketing communications support to sales enablement. This shift is more notable within high-growth organizations.

This shift has also culminated in a fairly notable shift in compensation. Those primarily focused on product marketing reported total compensation packages **13%** higher than those in product management. This was across all company growth rates.

Activitles	Hours per Month	Comparison to Non High-Growth Orgs
Interviewing customers	5.37	17%
Analyzing market segments	9.52	7%
Objective investment analysis of potential market opportunities	8.3	13%
Researching and documenting the buying process	8	12%
Defining plans and budgets for selling products to new customers	4.46	-13%
Defining plans and budgets for ensuring customer loyalty	3.63	-16%
Measuring and tuning product marketing plans to ensure alignment of corporate goals	13.88	68%
Ensuring all departments are prepared for external product launch	9.42	31%
Identifying customer referrals and references	2.38	-5%
Creating sales collateral	21.17	90%
Creating sales tools for your sales channel	11.88	66%
Creating or delivering sales channel training programs	4.46	15%
Producing standard product presentations and demo scripts	8.21	32%

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