

Product Marketing Prioritization Lab

CUSTOMER TESTIMONIAL

“We now have clear, unambiguous, business-case driven roadmaps. They are shared across the business and we have consistency in our direction and messaging.”

DIRECTOR OF PRODUCT, MEDIUM ENTERPRISE HEALTH CARE COMPANY

BRING YOUR
TRAINING TO
LIFE

HELP YOUR PRODUCT MARKETING TEAM PRIORITIZE

and analyze their projects based on the right metrics.

Build market-driven product marketing roadmaps that are clear and specific while also being agile and flexible to work in the real world.

Make sure you take your marketing landscape into consideration as you plan your product marketing priorities with the Product Marketing Prioritization Lab from Pragmatic Institute.

PLAN YOUR WAY TO SUCCESS WITH THE PRODUCT MARKETING PRIORITIZATION LAB

The Product Marketing Prioritization Lab guides your team through a proven method for identifying and analyzing your current and future product marketing projects and opportunities. Prioritize your marketing projects based on corporate strategy, the market, the competitive landscape and other essential elements. Understand which purpose each activity serves, and commit to a roadmap that works.

This 1-day, intensive workshop helps **your team** build and commit to a clear and flexible product marketing plan based on metrics that matter to your market and your organization.

LEARN BY DOING

Our expert facilitator will guide you through the steps of building a product marketing prioritization plan, breaking the discussion into five sections:

- **Project & Opportunity Analysis.** Use our strategy matrix to identify all of the marketing projects you're working on now, will be working on soon, and have planned for the future.
- **Market Landscape.** Identify your competition, and analyze where those competitors and your own company fall on the market landscape matrix.
- **Strategy Focus.** Prioritize the activities on the strategy matrix based on corporate strategy, the market landscape, your competition and your team.
- **Project Application.** Understand how the remaining projects fit into the larger product marketing strategy, and the purposes they serve.
- **Roadmap Commitment.** Commit to completing those prioritized activities based on a "now, next, future" approach and create clarity on how that work will be accomplished.

+ **GET MORE INSIGHTS**
Talk to your sales representative about adding our Fresh Market Research Package to your lab. This package provides you with unique insights into your market and your organization based on a series of interviews and expert analysis.

WHO SHOULD ATTEND

This workshop is perfect for product marketing, marketing communications, product management and cross-functional leadership. Maximum of 12 attendees.

This lab expands on ideas taught in *Foundations* and *Market*.

WHY PRAGMATIC LABS?

We believe that some of the best learning happens while doing. With our industry-trusted facilitators and proven methodology, you'll get the outcomes you need while your team gains repeatable skills that matter. And it's all delivered with a lean-in approach that encourages total participation. Expand on the skills you learned in your Pragmatic courses and implement them into your organization.