Advanced AI Techniques for Product Marketing

How to use generative AI for better and faster product marketing

v24.04

This workshop teaches students how to revolutionize their approach to B2B Product Marketing by harnessing the capabilities of AI. Dive into the intricacies of integrating AI seamlessly into the Product Marketing workflow, with a primary focus on mastering text generative AI tools to accelerate and enhance Product Marketing Management (PMM) deliverables. Gain invaluable insights into the best practice for using Generative AI, learning how to leverage it effectively within your workflow to produce more informed, superior PMM outcomes in record time.

Throughout the workshop, participants will learn all about the pivotal role of prompting, exploring various prompt structures and elements and understanding the application of prompts to structured campaign goal setting, crafting data-driven Ideal Customer Profiles, developing granular Buyer Journeys, producing detailed Personas to creating briefs for content that connects. Armed with an arsenal of tools, templates, and modules, attendees will embark on a transformative journey. Tailored for PMMs with practical examples of utilizing AI for various PMM activities, each module is designed to empower students with actionable insights and hands-on experience. Join us and unlock the potential of AI to redefine the landscape of B2B Marketing.

TOTAL HOURS
7.5

KNOWLEDGE SHARING:
40%

ACTIVE APPLICATION:
45%

DISCUSSION AND REFLECTION:
15%

WORKSHOP PREREQUISITE:
GPT-4

WORKSHOP OBJECTIVES

MAIN OBJECTIVE: Learn how to use text generative AI tools to create and optimize product marketing deliverables.

Generative AI – What You Need To Know

- How it works
- How you can use it as a Product Marketer
- What are the shortcomings / what to watch for

Prompting

- The importance of knowing how to prompt
- Prompt use cases
- Prompt structures and prompt elements

Using gAI In Your Workflow For

- Structured campaign goal setting
- Creating data driven Ideal Customer Profiles
- Developing granular Buyer Journeys
- Producing detailed Personas based on real life people and job descriptions
- Developing content that connects and performs
- Communicating your plans to execs for success

Learn About The Landscape Of AI Tools For PMM

- What the entire landscape looks like
- What are the most useful AI tools
- What the future holds

WORKSHOP TOOLS AND TEMPLATES

Campaign Type Hierarchy, Guide to Best Practice Prompt Structures, Example Prompts For Key PMM Activities

WORKSHOP MODULES

Introduction to Generative AI – What generative AI is, how to use it and how to get the most out of it.

Using AI in Product Marketing – Learn practical examples of how to use generative AI for data analysis in developing Goals, ICPs, Buyer Journeys, Personas to developing briefs for content that connects.

AI Landscape for Product Marketing – Learn all about the different tools that existing that can turbo boost your productivity, quality, and value.

WORKSHOP REQUIREMENTS/EVALUATION

Participants in this workshop must have access to GPT-4 through a ChatGPT Plus, Teams or Enterprise level access. Participants will be expected to actively engage in hands-on exercises and group discussions. By the end of this workshop, participants will transition from simply understanding the workshop materials to applying cognitive skills and leveraging generative AI and prompt engineering techniques to enhance and streamline the critical functions within product marketing management. Successful completion of the workshop will earn participants a badge.