

# Product Marketing

A point-of-view

Mark Wojtasiak

# HELLO

I'm Mark Wojtasiak - most people call me Woj - Product Marketing guy | Author | Golfer | Cyclist | UA alum | Chicago Sports fan | Student of leadership, marketing & security products.

3 things to know about me:

- I believe in the power of 3. Whether it's 3 objectives, 3 goals, 3 takeaways - I'm just wired to always think in 3's. My wife, daughters, family, friends and teammates know this and perhaps are annoyed by it, but that's just me.
- I believe in "writing it down" literally - mechanical pencil to paper. There is something therapeutic about the physical act of handwriting. I do it all day, every day.
- I believe reflection creates traction. Reflecting on things I read, hear, watch, experience helps me prioritize, focus, connect the dots and build traction around what matters most.

My 3 words:

- **Positivity.** I believe positivity leads to personal growth - the constant pursuit of better - a better father, partner, friend, teammate, coach, leader.
- **Presence.** I believe leadership being present and affirming and recognizing others' growth and success is as important, if not more important than my own.
- **Passion.** I believe in sharing what is discovered, learned, used and experienced everyday contributes to the growth and success of others.

My beliefs and my 3 words shape who I am as a product marketing leader and what I believe is the purpose, promise and passion of Product Marketing.



# PRODUCT MARKETING POINT OF VIEW

Purpose | Promise | Passion



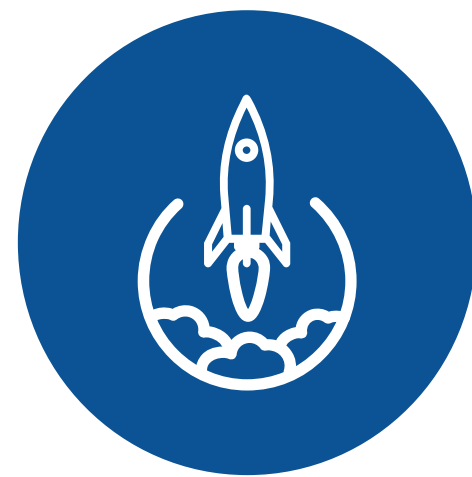
- Be buyer-centric
- Be team-first
- Be customer-driven

**PMM Purpose:**  
*Understand our audience more than anyone else.*



- Make their voice matter
- Make their time matter
- Make their value matter

**PMM Promise:**  
*Always meet our audience where they're at*



- **Study** for product-market fit
- **Story** of market-message fit
- **Success** when value-realized

**PMM Passion:**  
*Take what's complex and make it simple for our audience*

# PURPOSE

3 audiences that give us purpose:



## Buyers

We are and always will be **buyer-centric**

Business leaders

Security leaders

Security practitioners



## Teammates

We are and always will be **team-first**

Product

Marketing

Sales



## Customers

We are and always will be **customer-driven**

Industries

Companies

Individuals



*We take pride in and strive to understand our audience more than anyone else.*

# PROMISE

3 keys to keeping our promise



## Voice

Our audience is not a logo, role or title - they're a person, so we make **their voice matter.**

Voice of market

Voice of customer

Voice of buyer



## Time

Our audience does not work for us - we work for them, so we make **their time matter.**

Time to deploy

Time to manage

Time to use



## Value

Our audiences' success defines and fuels our own, so we make **their value matter.**

Emotional

Technical

Financial



*We are committed to meeting our audience where they're at.*

Product Marketing

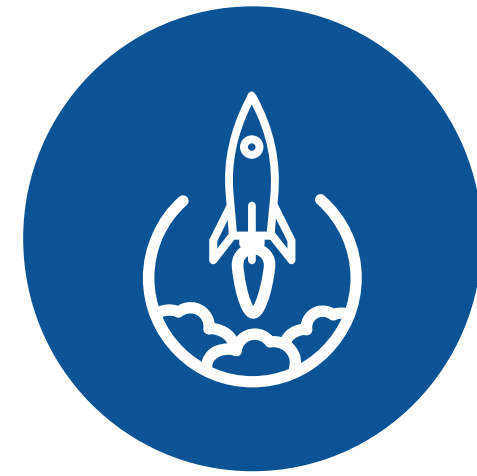
# PASSION

3 keys to keeping our promise



## Study

We study markets and buyers to define **product-market fit**



## Story

We build stories that that drive **market-message fit**



## Success

We use voice of customer to advocate for **value-realization**



*We love connecting dots, making the complex simple for our audience.*



*We take pride in and strive to understand our audience more than anyone else.  
 We are committed to meeting our audience where they're at.  
 We love connecting dots, making the complex simple for our audience.*

Study: Product-market fit

Story: Message-market fit

Success: Value-realization

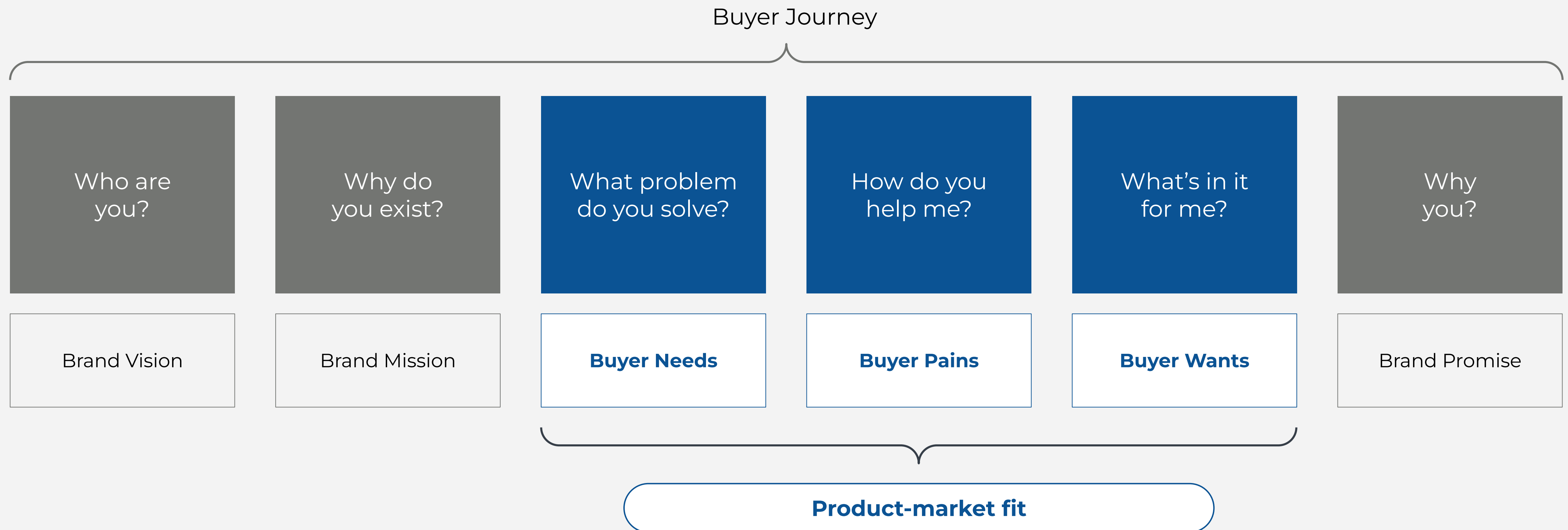
Product Marketing

# 5 QUESTIONS FRAMEWORK

	Problem	Owner	Approach	Requirements	Value
<b>Industry Intel</b>	<ul style="list-style-type: none"> <li>What problems are getting the most media attention?</li> </ul>	<ul style="list-style-type: none"> <li>Who owns the problems getting attention?</li> </ul>	<ul style="list-style-type: none"> <li>How are problems being addressed? (Categories)</li> </ul>	<ul style="list-style-type: none"> <li>What industry FUD/FOMO exists on the problem?</li> </ul>	<ul style="list-style-type: none"> <li>What industry metrics are tied to the problems?</li> </ul>
<b>Competitive Intel</b>	<ul style="list-style-type: none"> <li>What problems are competitors focusing on?</li> </ul>	<ul style="list-style-type: none"> <li>Who (buyer personas) is the competitor targeting?</li> </ul>	<ul style="list-style-type: none"> <li>How does the competitor address the problem?</li> </ul>	<ul style="list-style-type: none"> <li>What FUD/FOMO are competitors pushing?</li> </ul>	<ul style="list-style-type: none"> <li>What metrics does the competitor tout and why?</li> </ul>
<b>Analyst Intel</b>	<ul style="list-style-type: none"> <li>What problems are industry analysts championing?</li> </ul>	<ul style="list-style-type: none"> <li>Who is talking to analysts about the problem?</li> </ul>	<ul style="list-style-type: none"> <li>How are analysts advising the problem be solved?</li> </ul>	<ul style="list-style-type: none"> <li>What FUD/FOMO are analysts pushing?</li> </ul>	<ul style="list-style-type: none"> <li>What metrics do the analysts tout and why?</li> </ul>
<b>Company Intel</b>	<ul style="list-style-type: none"> <li>What problems are target accounts prioritizing?</li> </ul>	<ul style="list-style-type: none"> <li>Who owns the problems at the account?</li> </ul>	<ul style="list-style-type: none"> <li>How does the account address the problem today?</li> </ul>	<ul style="list-style-type: none"> <li>What does the account require in a solution?</li> </ul>	<ul style="list-style-type: none"> <li>What metrics are important to the account and why?</li> </ul>
<b>Buyer Intel</b>	<ul style="list-style-type: none"> <li>What problems are top of mind for CISOs</li> </ul>	<ul style="list-style-type: none"> <li>Who does the CISO delegate the problems to?</li> </ul>	<ul style="list-style-type: none"> <li>How does the owner research solutions?</li> </ul>	<ul style="list-style-type: none"> <li>What biases does the owner have for solutions?</li> </ul>	<ul style="list-style-type: none"> <li>What metrics are important to the buyer and why?</li> </ul>
<b>Product Intel</b>	<ul style="list-style-type: none"> <li>What problems get the most attention on our website?</li> </ul>	<ul style="list-style-type: none"> <li>Who is researching the problem on our website?</li> </ul>	<ul style="list-style-type: none"> <li>How are buyers researching solutions to their problem?</li> </ul>	<ul style="list-style-type: none"> <li>What differentiation gets the most buyer's attention?</li> </ul>	<ul style="list-style-type: none"> <li>What metrics drive proof of value and why?</li> </ul>

# PRODUCT-MARKET FIT

The buyer journey is all about meeting buyers' needs, pains, wants



“Product-market fit comes from understanding our buyers' needs, pains, wants.”



# MESSAGE MARKET FIT

Progress the buyer

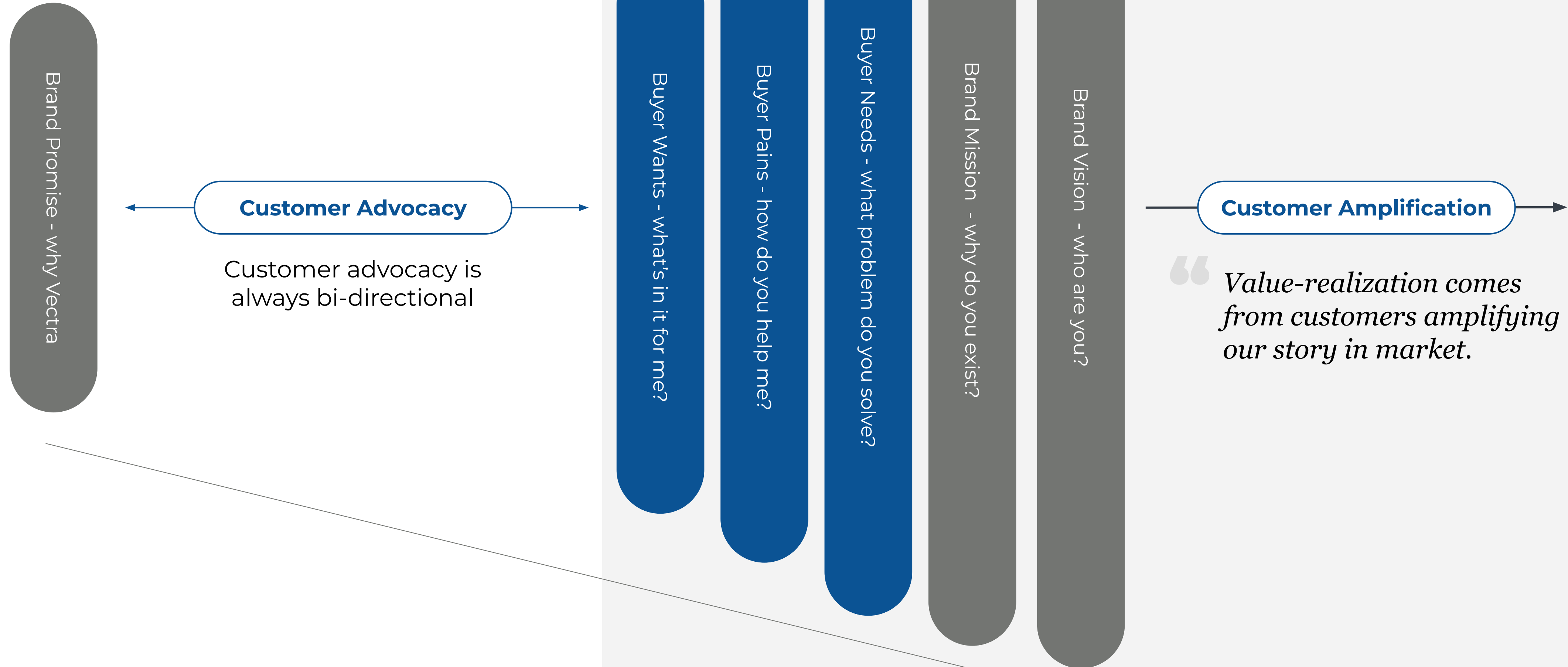
**Message-market fit**

“*Message-market fit happens when we progress the buyer.*”



# VALUE-REALIZATION

Customer success



# TEAM WORK

Delivering on our purpose, promise and passion



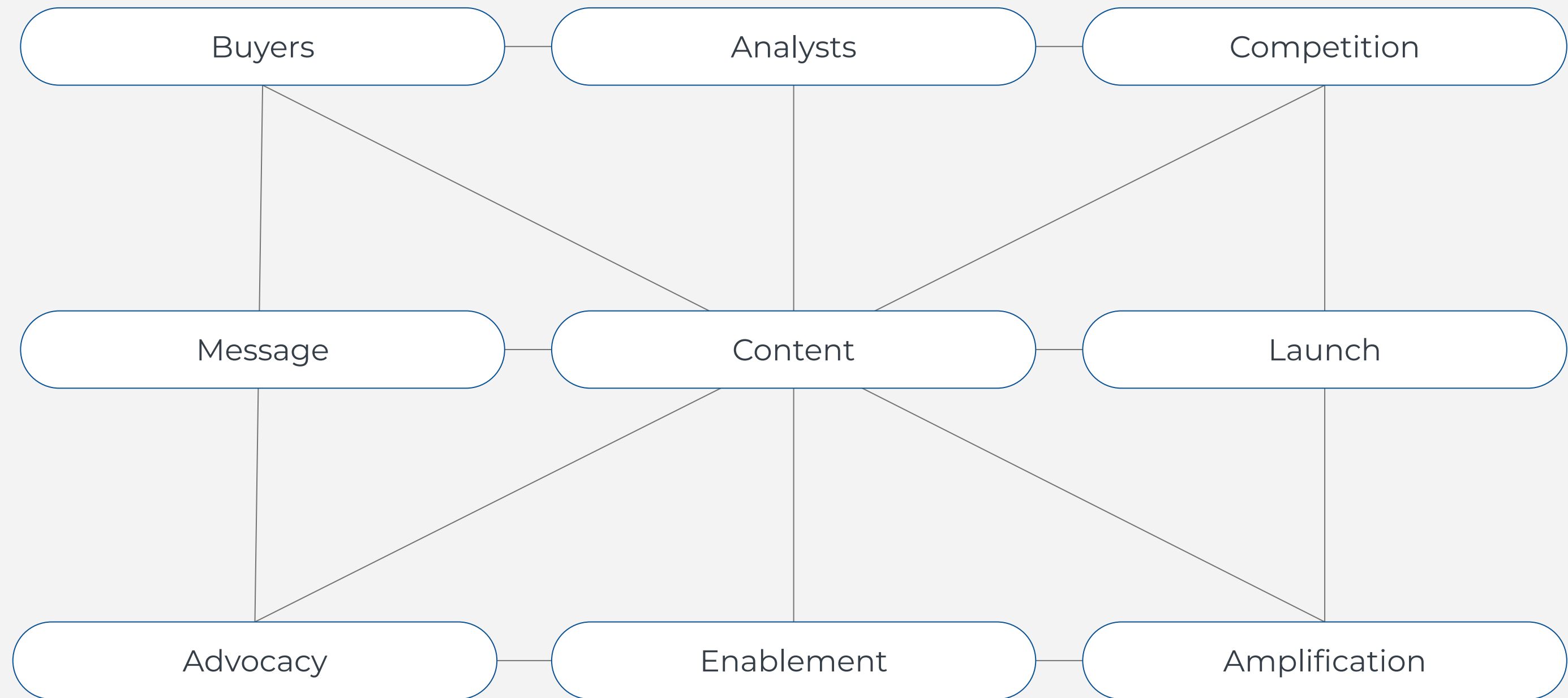
Study for **product-market fit**



Story with **market-message fit**



Success when **value-realized**



# Connect.

LinkedIn: [in/markwojtasiak](https://www.linkedin.com/in/markwojtasiak)

Twitter: [@markwojtasiak](https://twitter.com/markwojtasiak)

Blog: [www.markwojtasiak.com](http://www.markwojtasiak.com)