

VALUE CREATION · 07

Product Marketing

Product marketing turns what the company makes into the outcome a buyer pays for.

THE QUESTION IT
ANSWERS

Why do buyers who should choose us end up comparing features and price?

THE METHOD

From best-fit customer to every touchpoint

Step 1

Best-fit customers

Start from the ICPs and the pains each one carries.

Step 2

Messaging

Features translated into outcomes, by ICP and by role.

Step 3

Positioning ladder

System for the C-suite, suite for managers, product for practitioners.

Step 4

Pricing & packaging

Packages that match how each ICP buys and expands.

Step 5

Everywhere

Website, sales enablement, content and launches.

WHAT WE DO

Build messaging per ICP and role, from pain to outcome

Set a positioning ladder that flexes by altitude

Review pricing and packaging against how customers buy and expand

Carry the messaging into site, sales story and launches

WHAT YOU RECEIVE

Messaging framework per ICP and role

Positioning ladder across the portfolio

Pricing and packaging recommendation

Core sales story and website copy

METRICS MOVED → ENTERPRISE VALUE

Price: less discounting when value is clear

Win rate: buyers see the outcome, not the spec sheet

Cross-sell: packages built to expand

TYPICAL TIMELINE

8–12 weeks

PROOF

GTT Marine: a positioning ladder that flexes by altitude, system for the C-suite, suite for management and product for practitioners, across a nine-product portfolio.

Let's talk about your commercial foundation.

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