

# Effective Marketing Programs

## Product Marketing

Prospect Profiles		Proposals Templates & R01 Tools		Maintenance Renewal Rates	
Product Roadmap	Annual Marketing Plan	Product Demos	Web Seminars	Sales Funnel Activity	Key Message Matrix
Position/Key Messages	Launch Plan	Sales & Partner Training Plan	Press Tours	Database Growth	Positioning
Product Forecasts	Partner Programs	White Papers	Analyst Meetings	Attitude & Awareness	Prospect Profiles

**Gather**

**Focus**

**Build**

**Execute**

**Measure**

**Improve**

Marketing Priorities	Media Plan	Web Site	Online & Printing Advertising	Campaign Response Rate	Repeat, Revise, Experiment & Cancel Programs
Sales Plan	Customer Communications	Collateral & Success Stories	Trade Shows & Road Shows	Web Hits	
Revenue Forecast & Expense Budget	Media Plan	Media & Analyst Targets	Newsletters & Company events	Cost Per Lead	
Media Kits	Customer Communications Plan	Speakers Bureau & Presentation Library	Web & Email Marketing	Cost Per Sale	
Partner Marketing Opportunities	Investor Relations Plan	Lead Mgmt. & Telemarketing Sys	Prospect Profiles	Prospect Profiles	

**Gather**

**Define**

**Analyze**

**Commit**

**Execute**

**Win/Loss  
Reports**

**Contracts**

**Requirements**

**Specifications**

**Product  
Contact**

**Roll-out  
Plan**

**Prospect  
Call Report**

**Analyst  
Research**

**Use Cases**

**Business Case**

**Release  
Milestones**

**Custom  
Call Report**

**Customer  
Advisory Board**

**Personas**

**Enhancement  
Requests**

**Product Bug  
Report**

# Technology Product Marketing

## Market

## Management

Business Case

Product Definition

Advertising

Distinctive Competence

Sales Analysis

Buy, Build Or Partner

Positioning

Press

Market Research

Market Sizing

Pricing

Sales Process

Speaking Engagements

Prospect Problems

Product Profitability

Thought Leaders

Roll-out Process

Lead Generation

**Market Analysis**

**Quantitative Analysis**

**Strategic Planning**

**Product Planning**

**Promotional Communication**

**Sales Tools**

**Channel Support**

Technology Assessment

Win/Loss Analysis

Innovation

Product Contract

Presentation

White Papers

"Special" Calls

Competitive Review

External Specification

Demonstration

Cost Justification

Seminars & Tradeshows

Implementation

Printed Collateral

News Flash

Corporate Visit

Electronic Collateral

Competitive Write-up

Phone Support