



Product Marketing Manager

Momentive Work Samples

Highlights

7 months
8/2022 – 3/2023

Strengthened GTM efforts for GetFeedback Digital Product through buyer persona enablement and assets to drive growth for the Digital and position as the go-to CX platform in 2023!

13 On-Demand
Training Videos



2 Messaging
Frameworks

1st CX Digital
Persona Webinar

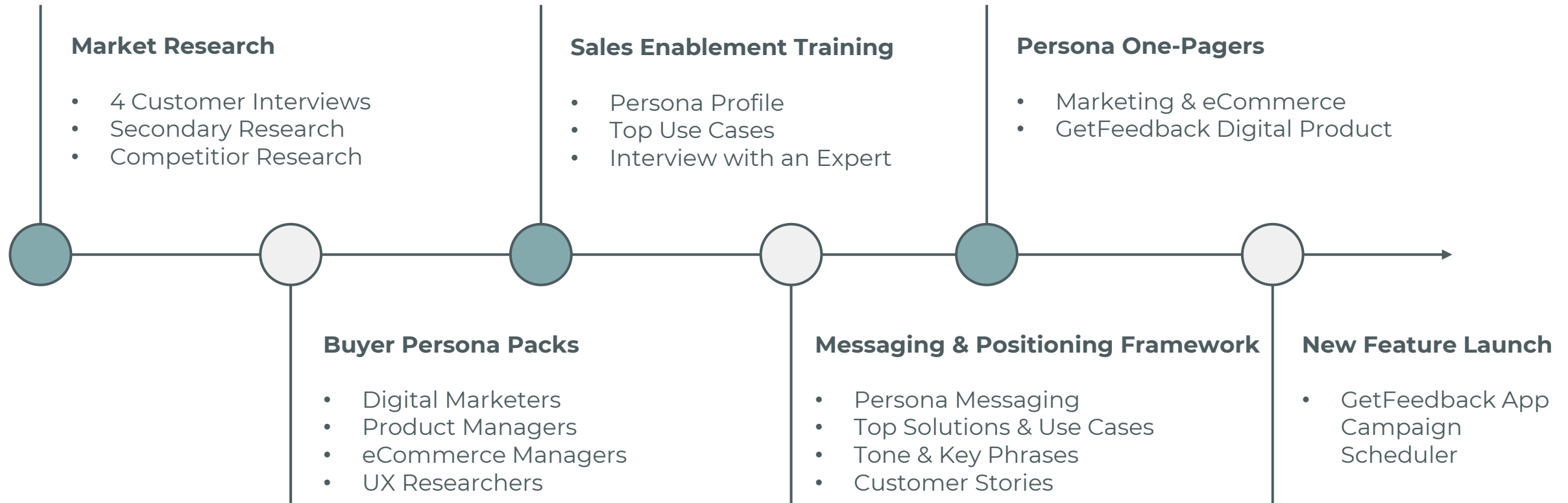


Win Rate
Increased by 4%
in 3-months

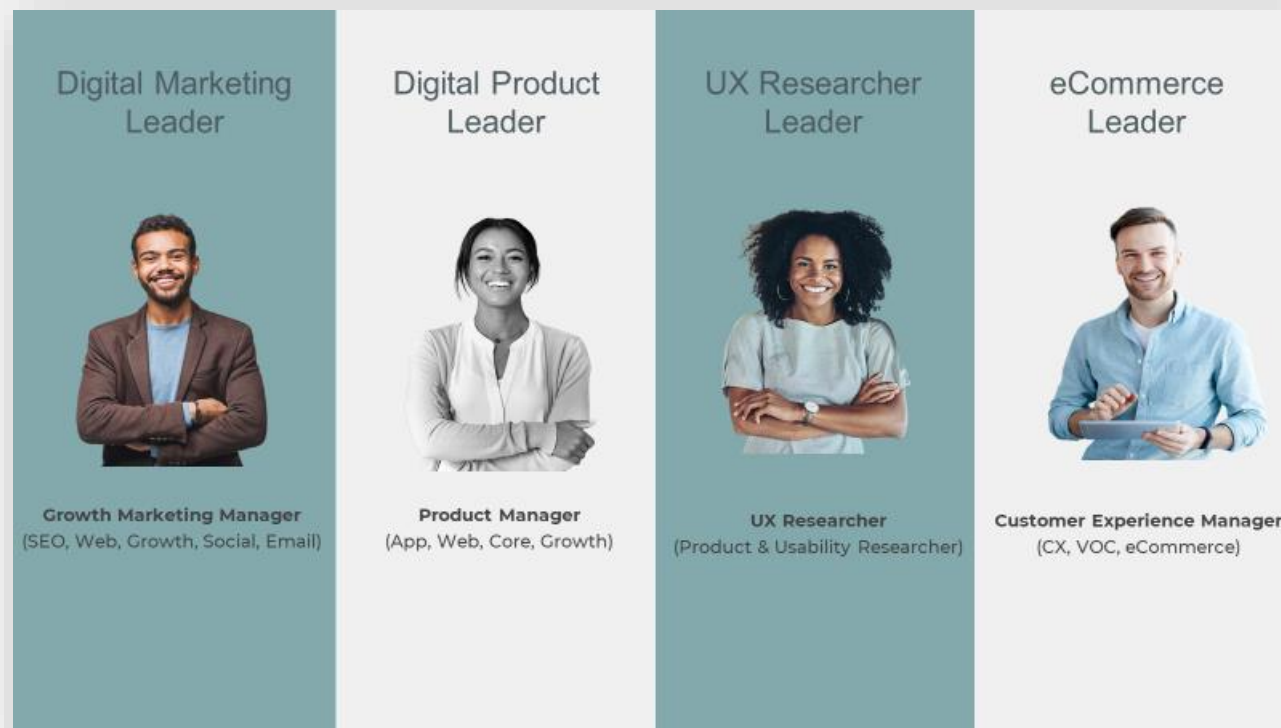


Product Marketing Manager Projects

1st CX Digital PMM to implement **Enablement in 8 Minutes** online training and content to equip the Sales team with Expansion Strategy




Buyer Personas




Targeted 4 Department focused personas targeting Customer Experience (CX) driven leaders.


User Persona One Pager


Digital Marketing Leader




Growth Marketing Manager
(SEO, Web, Growth, Social, Email)

Budget 

Authority 

Pain 

Champion 

Tech Stack
Buffer | Zapier | Hubspot | Hootsuite
UserTesting | SEMrush | Sprout

About Sean, the Growth Marketing Manager


Responsibilities: Drive organization's revenue growth through developing digital marketing plans including SEO, SEM, Email Marketing, Social Media, and online campaigns to build personalized messaging to enhance overall online presence.

Goals: Drive relevancy to the website and online channels. Translate customer behavior into growth strategies, maximize marketing campaign's value, and boost customer Lifetime Value.


Key Metrics

- **CPA:** Cost Per Acquisition
- **LTV:** Customer Lifetime Value
- **CTR:** Click Through rate
- **MQL:** Marketing Qualified Leads
- **MCROI:** Marketing Channel Return on Investment


Triggers, Events, or Situations



Proven tactics
that worked before, but no longer work in the future



Customer Attrition
to compete against big players in the market & stand out from the crowd



Revamp website
to create seamless experience & alleviate friction

Top Challenges

1. Staying abreast of industry trends & continuous innovation
2. Targeting the right audience to effectively drive traffic to website
3. Implement technology that build automated processes and growth


Value we deliver

Targeted in-the-moment surveys to gain real-time feedback on customer interactions


Capture direct insights and metadata on web pages to inform marketing strategy

CRM and Slack Integration with automated alerts and escalate issues


Top Use Cases



Optimize marketing
campaigns & boost content performance with Message/Ad Testing



Monitor trends
behavior, & website with with automated surveys



Improve customer
feedback with integrations & workflows

"GetFeedback had a large influence on the decisions regarding the vision, position, and launch of our Healthbox initiative."

- Digital Optimization, Holland & Barrett

Quick persona one-pagers for Marketing Leaders to reference for their initiatives.

Messaging Framework



Persona Messaging Framework

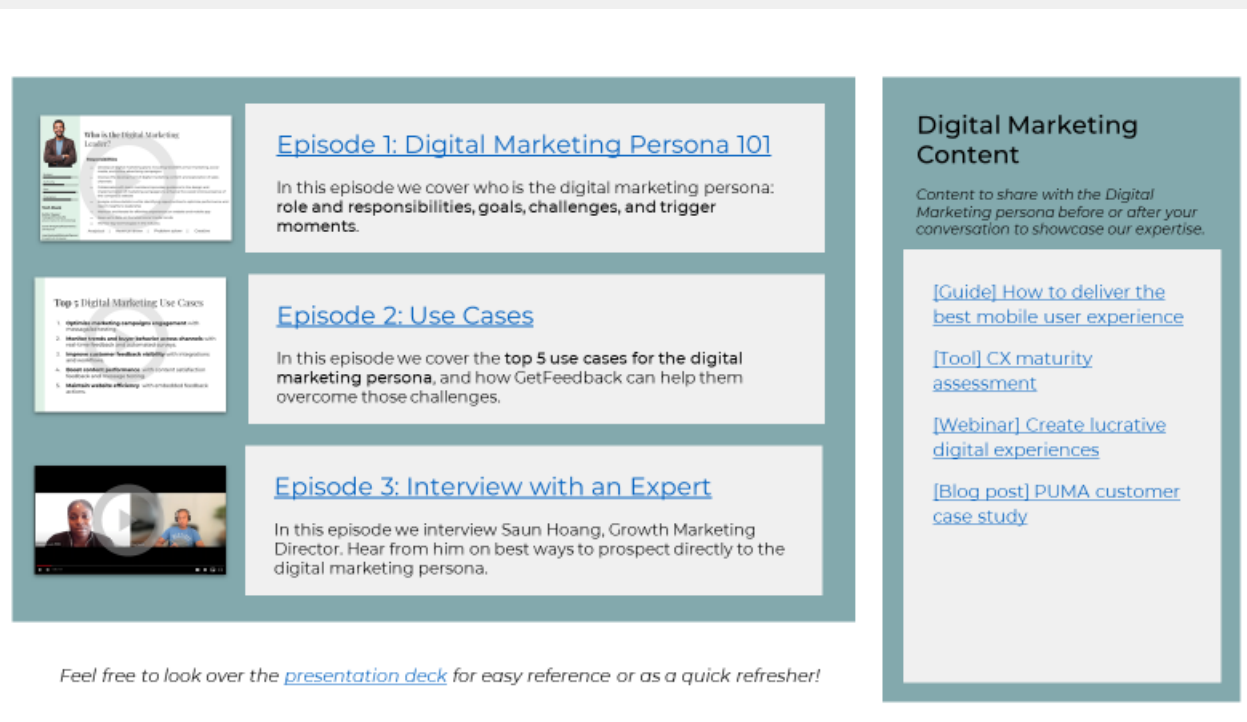
Main Persona Name	eCommerce Leader
PMM Contact for this persona	Sequoyah Lewis
Links to related subpersona messaging frameworks	
Last Updated	Jan 13, 2023

Contents

Background & Opportunity (Internal)	3
Persona Profile (Internal)	4
Persona Messaging (External)	6
Top Solutions & Use Cases (External)	9
Tone (Internal)	13
Key Phrases (External)	14
Top Customer Stories for this Persona (External)	15
Relevant Content & Research/Stats (External)	16
Keywords (External)	16

Guide to arm internal partners with messaging to support their GTM brand, product, or feature launch: it is an internal document that serves as the source of truth for how to speak about and to our personas.

Enablement Training Videos



The screenshot displays a training content page with a teal header and footer. The main content area is divided into three episodes, each with a thumbnail image and a description. The first episode, 'Digital Marketing Persona 101', features a thumbnail of a person and a list of topics. The second episode, 'Use Cases', features a thumbnail of a person and a list of topics. The third episode, 'Interview with an Expert', features a thumbnail of two people. To the right of the episodes is a sidebar titled 'Digital Marketing Content' which lists additional resources: a guide on delivering the best mobile user experience, a tool for CX maturity assessment, a webinar on creating lucrative digital experiences, and a blog post on PUMA customer case study. At the bottom of the page, there is a footer text encouraging users to look over the presentation deck for easy reference or as a quick refresher.

Episode 1: Digital Marketing Persona 101
In this episode we cover who is the digital marketing persona: **role and responsibilities, goals, challenges, and trigger moments.**

Episode 2: Use Cases
In this episode we cover the **top 5 use cases** for the digital marketing persona, and how GetFeedback can help them overcome those challenges.

Episode 3: Interview with an Expert
In this episode we interview Saun Hoang, Growth Marketing Director. Hear from him on best ways to prospect directly to the digital marketing persona.

Digital Marketing Content
Content to share with the Digital Marketing persona before or after your conversation to showcase our expertise.

[\[Guide\] How to deliver the best mobile user experience](#)
[\[Tool\] CX maturity assessment](#)
[\[Webinar\] Create lucrative digital experiences](#)
[\[Blog post\] PUMA customer case study](#)

Feel free to look over the [presentation deck](#) for easy reference or as a quick refresher!


Bite-sized recorded pieces of training broken up into sections for 8 minutes each. Easily digestible videos and presentations for Sales to quickly learn about our personas, their challenges, and what they care about.

Work
Sample

Sales One-Pager

Momentive for Digital Marketers

momentive
maker of GetFeedback






Target the right customers to craft personalized campaigns

Master your growing audience trends and usage to effectively plan a revenue-generating strategy that drives traffic, increases brand awareness, and acquires leads.


Insights to fuel compelling campaigns that yield profitable growth

Digital Marketers do more with less - the market is ever-changing, and so are consumer expectations, causing marketers to relentlessly experiment in a short amount of time with an intense focus on constantly improving the digital experience with tailored messaging aligned with customer needs.

 Target the most accurate audience	 Plan and optimize customized campaigns	 Convert leads into active customers
Increase digital footprint by analyzing prospects' activities, interests, usage, and behavior. Leverage user data to inform marketing budget allocation and target channels.	Translate insights into innovative and hyper-personalized digital strategies and campaigns that captures customer attention and accurately segment consumers to personalize messaging.	Confidently implement content and ads aligned to consume needs to successfully build trust and set you apart from competitors. Optimize rapid growth and improve sales performance.
<ul style="list-style-type: none">Competitive IntelligenceUsage & AttitudesCustomer Segmentation	<ul style="list-style-type: none">Message TestingConcept & Creative TestingDigital Experience	<ul style="list-style-type: none">Customer AdvocacyEvent FeedbackCustomer Loyalty

Leading brands use Momentive to fuel their marketing strategies

IBM. **TWEEZERMAN** The Beauty Tool Experts **JUST** **RAYMOND-JAMES®** *allbirds*

 Contact us at momentive.ai

External persona specific content with product and feature benefits.





Thank you for the opportunity!

[My Marketing Portfolio](#)