Product Marketing Manager

Momentive Work Samples

Highlights

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!

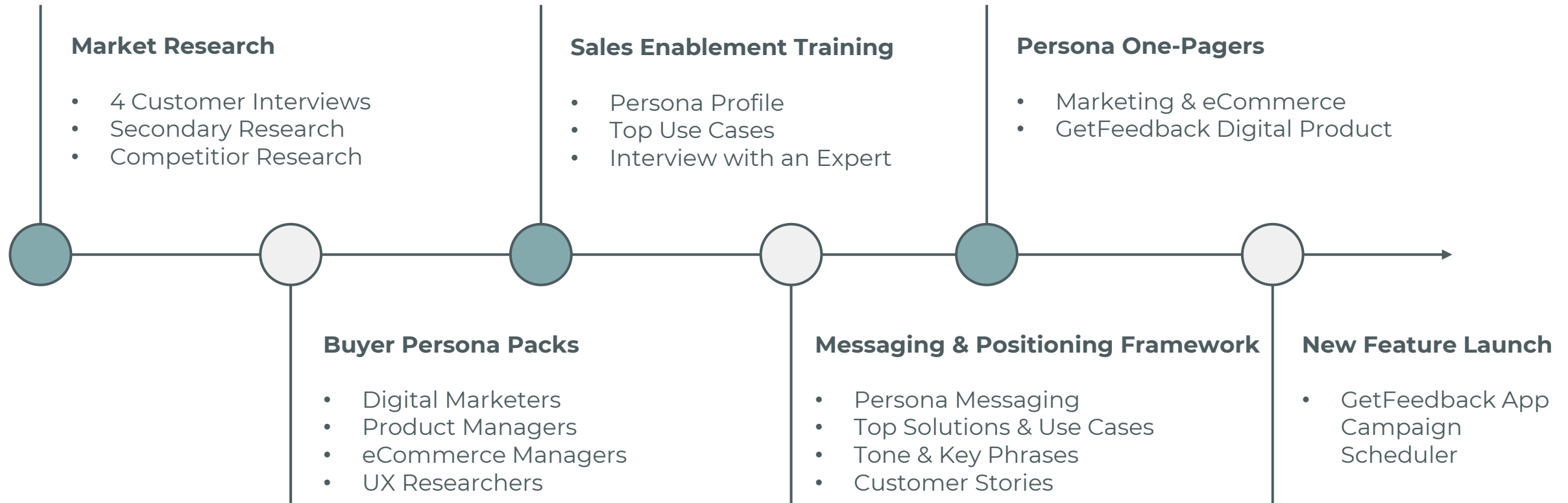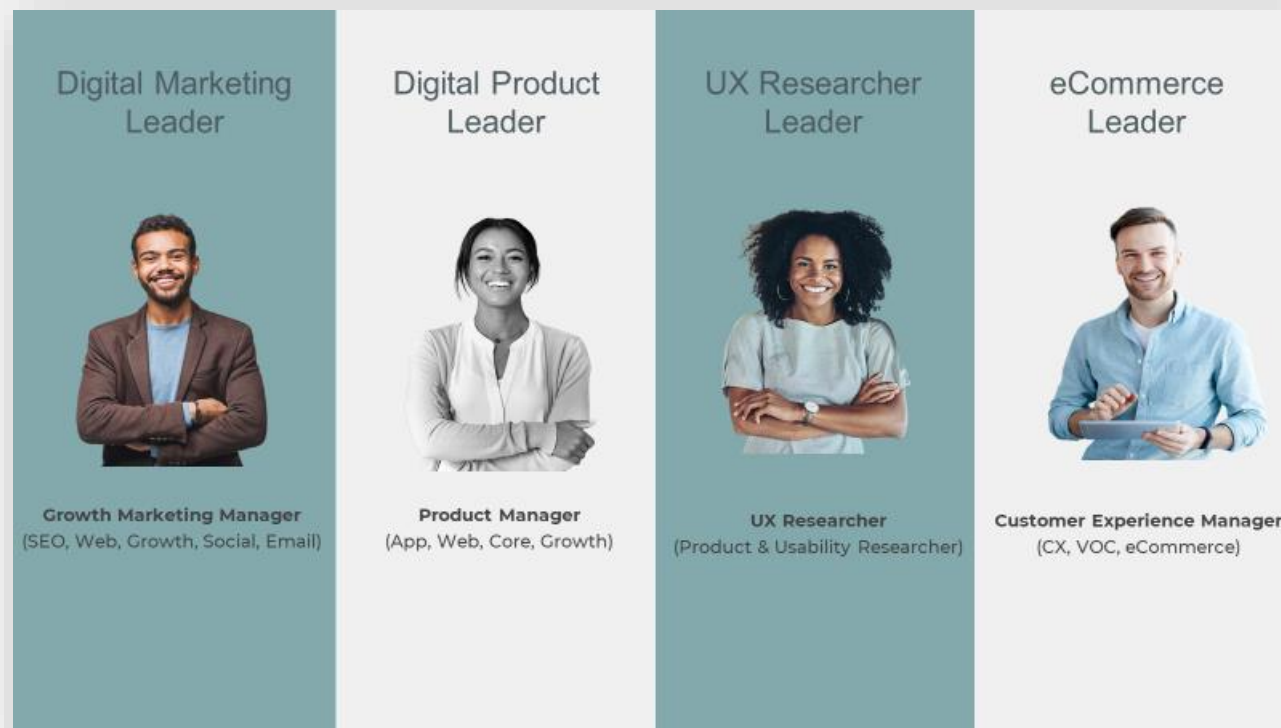| 13 On-Demand Training Videos | 2 Messaging Frameworks | 1st CX Digital Persona Webinar | Win Rate Increased by 4% in 3-months |

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

Market Research

- 4 Customer Interviews
- Secondary Research
- Competitior Research

Sales Enablement Training

- Persona Profile
- Top Use Cases
- Interview with an Expert

Persona One-Pagers

- Marketing & eCommerce
- GetFeedback Digital Product

Buyer Persona Packs

- Digital Marketers
- Product Managers
- eCommerce Managers
- UX Researchers

Messaging & Positioning Framework

- Persona Messaging
- Top Solutions & Use Cases
- Tone & Key Phrases
- Customer Stories

New Feature Launch

- GetFeedback App Campaign Scheduler

Buyer Personas

Digital Marketing Leader

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

Digital Product Leader

Product Manager
(App, Web, Core, Growth)

UX Researcher Leader

UX Researcher
(Product & Usability Researcher)

eCommerce Leader

Customer Experience Manager
(CX, VOC, eCommerce)

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

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

- Digital Optimization, Holland & Barrett

Top Challenges	Value we deliver
1. Staying abreast of industry trends & continuous innovation	Targeted in-the-moment surveys to gain real-time feedback on customer interactions
2. Targeting the right audience to effectively drive traffic to website	Capture direct insights and metadata on web pages to inform marketing strategy
3. Implement technology that build automated processes and growth	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

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

Messaging Framework

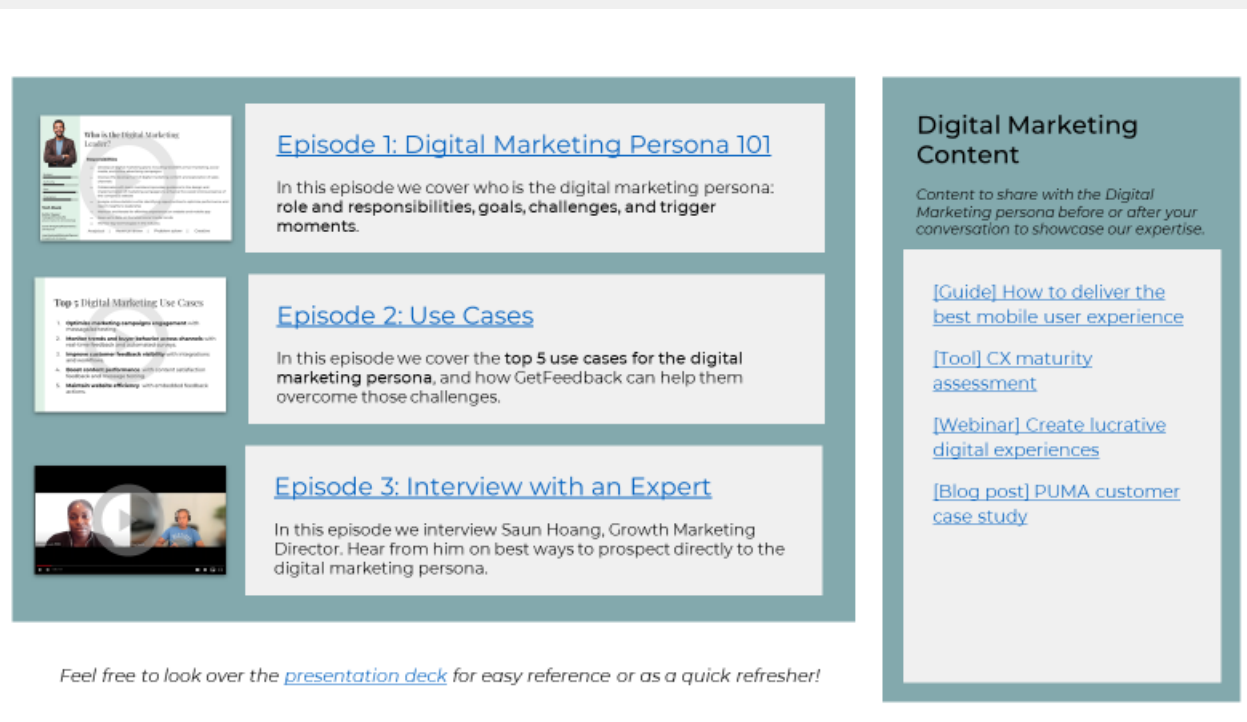**momentive**

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

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

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.

Feel free to look over the presentation deck for easy reference or as a quick refresher!

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

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.

Sales One-Pager

External persona specific content with product and feature benefits.

Thank you for the opportunity!

My Marketing Portfolio