



# Applied Product Marketing

Whether you're an entrepreneur, founder or marketing professional, the Applied Product Marketing Bootcamp is designed to advance your career in technology marketing. This dynamic, creative and highly collaborative role is in high demand across various sectors — employers need people like you to take products to new heights.

This immersive program gives you the skills you need to launch and market a product in today's tech-driven world. Dive into your customer's journey as you learn to use insights and research to create impactful messaging and value propositions for your audience.

Discover how to apply product marketing frameworks to companies big and small as you develop a deep understanding of go-to-market strategies and product launch techniques. Learn how to turn research and insights into actionable plans that get customers to notice, remember and purchase your product.

You'll also be able to test your skills in a real-world scenario as you collaborate with a product team on a final capstone project.

## What you'll learn

In this immersive bootcamp, you'll learn how to:

- define the role of product marketing and how it aligns with other roles in an organization
- apply product marketing as a framework in different companies by size and maturity
- evaluate the target market for your product and identify market trends.
- create a messaging guide for your product
- develop buy-in and alignment cross-functionality to prepare for your product launch
- plan and execute an effective product launch
- build pricing strategies for marketing
- create buyer and customer personas
- create customer journey maps
- determine ideal customer profiles, including Business to Business (B2B) and Business to Customer (B2C)
- understand and apply product marketing to organizations of all sizes
- explain and apply go-to-market and product strategies
- optimize your pricing and revenue model
- conduct market research and perform competitive analysis.

## Technical Skills:

- Market sizing
- Market segmentation
- Competitive analysis
- Developing personas and ideal customer profiles
- Product positioning
- Value propositions and messaging
- Brand design
- GTM planning
- Customer journey mapping
- Demand generation tactics
- Digital marketing, including landing page and website A/B testing, SEO/SEM
- Email marketing and conversion tracking
- Event marketing, influencer marketing, public relations, social media marketing, and community building
- Sales enablement

## Business Skills:

- Market gap and opportunity identification
- Cross-functional leadership skills
- Strategy creation & goal setting

- Measuring objectives & key results / KPIs
- Pricing and business model development
- Group facilitation skills
- Building empowered go-to-market teams
- Presentation skills

Essential Skills:

- Cross-functional communications for high-performing teams
- Lumina
- Agile mindset
- Design thinking and user-experience design