

Your guide

The Full-Stack Marketer's Playbook: Master Every Domain

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Brand strategist





Market
Research and
Customer
Insights



Positioning and
Messaging



Go-to-Market
(GTM) Strategy



Content
Marketing and
Demand
Generation



Product
Lifecycle
Management



Sales
Enablement



Performance
Measurement
and Analytics



Customer
Advocacy and
Retention



Marketing
Technology
and
Automation



Cross-
Functional
Collaboration





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Market Research and Customer Insights

- ❖ Conduct market research to understand industry trends, competitive landscape, and customer needs.
- ❖ Develop detailed customer personas and ideal customer profiles (ICP).
- ❖ Analyse customer feedback and product usage data to identify pain points and opportunities.

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Positioning and Messaging

- ❖ Craft a compelling value proposition that resonates with your target audience.
- ❖ Develop clear and differentiated messaging that communicates product benefits and competitive advantages.
- ❖ Ensure messaging consistency across all marketing and sales materials.

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Go-to-Market (GTM) Strategy

- ❖ Create a GTM plan that includes target market selection, launch timing, and channel strategy.
- ❖ Coordinate cross-functional teams (product, sales, and customer success) to ensure a smooth product launch.
- ❖ Develop launch materials, including sales enablement content, product demos, and landing pages.

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Content Marketing and Demand Generation

- ❖ Create content that educates, informs, and engages the target audience, such as blogs, whitepapers, webinars, and case studies.
- ❖ Develop campaigns to generate demand and nurture leads through the buyer's journey.
- ❖ Utilise SEO strategies to improve content visibility and search rankings.

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Product Lifecycle Management

- ❖ Manage product updates, feature releases, and sunsetting strategies.
- ❖ Communicate changes and new features to customers, ensuring they understand the value.
- ❖ Gather and analyse user feedback to prioritise future product improvements.

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Sales Enablement

- ❖ Equip the sales team with the necessary tools, training, and content to effectively sell the product.
- ❖ Develop sales collateral such as pitch decks, one-pagers, and objection-handling guides.
- ❖ Align marketing efforts with sales objectives to optimise lead conversion.

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Performance Measurement and Analytics

- ❖ Set and track KPIs for all marketing initiatives (e.g., lead generation, conversion rates, customer acquisition cost).
- ❖ Use data analytics to measure the effectiveness of campaigns and optimise strategies.
- ❖ Provide insights to inform product roadmap decisions based on user behaviour and market trends.

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Customer Advocacy and Retention

- ❖ Build customer advocacy programs, including case studies, testimonials, and referral programs.
- ❖ Engage customers through community building, events, and personalised content.
- ❖ Implement retention strategies, such as lifecycle marketing and customer education programs, to reduce churn.

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Marketing Technology and Automation

- ❖ Leverage marketing automation tools for email campaigns, lead nurturing, and customer segmentation.
- ❖ Utilise CRM systems to track customer interactions and optimise marketing efforts.
- ❖ Keep up with marketing tech trends to enhance productivity and customer experiences.

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Cross-Functional Collaboration

- ❖ Work closely with product, engineering, and customer support teams to ensure alignment on customer needs and product updates.
- ❖ Facilitate feedback loops between sales, customer success, and marketing to improve messaging and product-market fit.
- ❖ Lead or participate in product development discussions to represent the voice of the customer.

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Best resources

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Market Research and Customer Insights



[D&M Research's Market Research Playbook](#)



[Detype's Guide to Understanding your audience](#)



[Coursera's Introduction to Market Research](#)

Positioning and Messaging



[Pragmatic Institute's Product Positioning Framework](#)



[PMA's Product Messaging Guide](#)



[Olivine Marketing's B2B Messaging Course](#)

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Go-to-Market (GTM) Strategy



[Go-to-Market Alliance's The Cross-Functional Go-to-Market Playbook](#)



[ProductLed's Guide on How to Master Your Go-To-Market Strategy for New Products](#)



[Bessemer Venture Partners' SaaS GTM Course](#)

Content Marketing and Demand Generation



[Forbes' Content Marketing In 2024: The Ultimate Guide](#)



[Impact.com's The Ultimate Demand Generation Guide \(with Strategies and Examples\)](#)



[Cognism's The Demand Gen Playbook Course](#)

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Product Lifecycle Management



[Atlassian's Guide to Product Lifecycle Management](#)



[Product Coalition's The Power of Product Lifecycle Management](#)



[Product School's Product Strategy Micro-Certification \(PSC\)™](#)

Sales Enablement



[Clay's The Key Components of Sales Enablement](#)



[Highspot's The Definitive Guide to Sales Enablement](#)



[Apollo's Outbound Sales Book](#)

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Performance Measurement and Analytics

[Google's The Modern Measurement Playbook](#)



[Semrush's A Guide to Key Performance Indicators](#)



[Coursera's Measurement and Analysis course & Google Analytics Academy](#)



Customer Advocacy and Retention

[Gainsight's Customer Success Playbook for Efficiency and Scale](#)



[HubSpot's Learning Path on Customer Retention](#)



[Thinkific's 8 Free Customer Success Certifications and Training Programs](#)



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Marketing Technology and Automation



[Adobe Marketo's The Definitive Guide to Marketing Automation](#)



[MoEngage's Ultimate Guide to Marketing Automation](#)



[HubSpot's Marketing Automation Course](#)

Cross-Functional Collaboration



[Notion's The Startup Playbook for Cross-Functional Collaboration](#)



[Smartsheet's Everything You Need to Know About Cross-Team Collaboration](#)



[Skillsoft's Cross-Functional Collaboration Course](#)

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Passionate about helping companies master every aspect of product marketing, from market research to customer advocacy.

I love creating easy-to-execute roadmaps that drive growth and equip teams with clear, actionable insights.

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