

Fill the gaps. **Blue** – target vocabulary; **orange** – prepositions

In the best tech product companies, product marketing plays an essential role **in** discovery, delivery, and, **in** go-to-market, which is why they are important members of the product team.

As you'll soon see, coming **up** with winning products is never easy. We need a product that our customers love, yet also works for our business. However, a very large component of what is meant **by** *works for our business* is that there is a real market there (large enough to **run** a

business), we can successfully **beat** **out** the many competitors out there, we can cost-effectively **reach** and engage new customers,

Modern product marketing managers represent the market to the product team—the **voice** the messaging, and a winning go-to-market plan. They are deeply **involved** **in** the sales channel and know their capabilities, limitations, and current competitive issues.

The nature of product marketing is a bit different, depending **on** the type of business you have and how your product gets **to** market. When you make products for businesses that are sold through either a direct sales force or a channel sales organization, it is a very significant and critical job to declare the positioning—**that** we mean the market position the product must occupy, in addition **to** the messaging—digital/content **marketing**, sales tools, and training that enable sales to effectively sell.

If your company has a sales organization, and you don't have a product marketing partner, then this responsibility likely **falls** **on** you as product manager. This can easily become a full-time job. And given the cost of the sales organization, it's really not an option to ignore them. But, of course, if you're spending your day helping the sales organization, who is **figuring** **out** the product for these people to sell?

If your company sells directly to consumers, it becomes easy for the marketing teams to focus **on** clicks and brand **awareness** **the** **goal** of ensuring all the product work adds **up** to a successfully differentiated market position. This is important to the long-term **success** of any company but also brings more meaning into all the work the product team does.

It is very much **up** to your best **bet** **to** make sure you have a product marketing manager to work with, and it's absolutely worth your time to make sure you understand the market—and your product

There are many important **relationships** **built** throughout discovery and delivery, so it's worth making a special effort to develop and **maintain** a strong working relationship with your product marketing colleague.

Having a strong product marketing partner does not **mean** **less** any sense the product manager's responsibility **in** delivering a successful product. The best product marketing manager and product manager relationships understand their respective roles but realize they are essential **to** each other's success.