

## ALIGNMENT TIPS

## Product + marketing

By closely collaborating with the marketing team, product teams can reap several benefits. The marketing team's profound knowledge of the target audience and effective outreach strategies can provide valuable insights into customer behavior, preferences, needs, and market trends. With access to this knowledge, product teams can create products that cater to diverse audiences and stay in tune with the latest market trends and competition— a perfect recipe for sparking meaningful innovation.



- ♦ **Provide insight into product features**, benefits, and target customer segments. This information can help product marketing create messaging that resonates with the target audience and effectively communicates the product's value proposition.
- ♦ **Solicit feedback from product marketing** on how the product is being received by customers, which features and benefits are resonating with customers, and which areas may need improvement.
- ♦ **Be a thorough partner on the GTM strategy** by reviewing the competitive landscape and customer needs together to ensure that you're not only building the right product, but connecting its value to customers effectively.

**PARTNER BENEFIT:**

**By collaborating closely, marketing and product teams can guarantee that the product is positioned and marketed effectively. This not only prevents the adverse consequences of over-promising but can also yield more powerful marketing content, such as demos, case studies, and other marketing materials that can be utilized to communicate the product's value to potential customers.**



### Want more tips on building better relationships with your colleagues?

Check out the rest of our collaboration cheat sheets here:

[Achieving Product-GTM Alignment](#)

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