



Goals

- | | | | | |
|--|---|--|---|---|
| <ul style="list-style-type: none"> • Company positioning and messaging • Industry awareness and thought leadership • Generate content to support brand, acquisition and retention • Consistent brand look and feel, style guide, creative design | <ul style="list-style-type: none"> • Inbound: Customer insights, market research, product input • Outbound: GTM messaging, positioning, sales enablement - aligned with personas, segments • May include pricing & packaging | <ul style="list-style-type: none"> • Drive traffic to site and apps to acquire users • Optimize CAC, funnel and conversion for trial, freemium, or demos • Manage and optimize spend across portfolio of channels | <ul style="list-style-type: none"> • Manage and grow customer LTV • Reduce churn and increase customer retention and upsell • Maintain multiple touch points across customer lifecycle to nurture usage and satisfaction | <ul style="list-style-type: none"> • Hit revenue plan • Develop structured, repeatable sales cycle via processes and metrics • Focused on bringing in larger clients |
|--|---|--|---|---|

Considerations

- | | | | | | |
|--|---|---|--|---|---|
| <ul style="list-style-type: none"> • Needs depend on maturity of market and category • Brand/Content may be its own separate group more closely aligned with Acq, Engagement & PMM functions | <ul style="list-style-type: none"> • Can group PMMs by solution or industry • Scale based on complexity of product, customer segments | <ul style="list-style-type: none"> • For enterprise or sales-assisted SaaS where Acquisition delivers leads; function often called "Demand Gen" • May include Marketing Ops | <ul style="list-style-type: none"> • Key function for subscription products, may include pricing and promotions | <ul style="list-style-type: none"> • Analytics can stand alone to support KPIs and experimentation across lifecycle • Partner/Channel marketing brings cross-functional program to partners • Customer success can support retention and new marketing | <ul style="list-style-type: none"> • BDR teams live under marketing in some orgs, handle light touch sales • Enterprise manages larger scale org-wide contracts - can follow bottom up entry or top down sale |
|--|---|---|--|---|---|
- "Growth" function may span Acquisition, Engagement, and Product to optimize conversion and engagement throughout product experience