

PUBLIC: 2 000 € Excl. VAT*

PRIVATE: from 10 400 € Excl. VAT*

* Applicable rates from 1/1/24 to 12/31/24

2 DAYS (14h)

PRODUCT MARKETING

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Understanding the spectrum of **Product Marketing** and how to ensure the success of a **digital product on a market**



Target audience and prerequisites

- ✓ **Product Managers** with a business appetite who want to go further on the marketing aspects of their product
- ✓ **Marketing specialists** wishing to work with or as Product Marketing Managers
- ✓ **Product Marketing Managers** wishing to formalize and develop their best practices

We require a full and active attendance from all our participants.

Training objective



Understanding the spectrum of **Product Marketing** and how to ensure the success of a **digital product on a market**



- ✓ **PRODUCT MARKETING:** The basics, its history, role and positioning within an organization
- ✓ **PRODUCT MARKETING VS MANAGEMENT:** Why and how should we work?
- ✓ **BUYER PERSONA:** Understand your market, the competition and define your **buyer persona profile**
- ✓ **POSITIONING:** Define a **clear positioning** taking into account the context and the product
- ✓ **MESSAGING:** Create and structure an **effective message** around the product and its benefits

Acquired skills assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate of completion**.

Product Marketing

Training program

93%

satisfaction rate
in 2023

Training program

2 DAYS (14h)

MODULE 1 Introduction to Product Marketing

- What is Product Marketing? Why is it important for both Product and Marketing?
- Understand the roles, responsibilities and skills required to be an excellent PMM
- How should PM and PMM work together to ensure the success of their product?

PRODUCT MARKETING

PRODUCT MANAGEMENT

ORGANIZATION

PRODUCT LIFE CYCLE

MODULE 2 Understand your product's ecosystem

- What is a market? How do you study its dynamics, measure it and understand the competition?
- What is a buyer persona? How do you build and address them? Should we sell our product to everyone?

MARKET RESEARCH

BUYER PERSONA

RESEARCH

INTERVIEWS

MODULE 3 Shape: Define your Product

- What is product positioning? Why is it important?
- How do I build an impactful positioning?
- How do I define my pricing strategy? What different models work?
- How can I define an effective messaging strategy that is tailored to my target audience?

PRODUCT POSITIONNING

VALUE PROPOSITION

BENEFIT LADDER

PRICING

MESSAGING

MODULE 4 Roll-out: Launch your product

- How do you build your Go-To Market strategy?
- Coordinate and launch your product on the market effectively
- *Sales enablement & tactics*: how can you ensure that your sales force is effective, autonomous and comfortable in selling your product to the right target with the right messages?

GO TO MARKET

PRODUCT LAUNCH

METRICS

SALES ENABLEMENT

TACTICS

Thiga Academy

Our support



Teaching method

Practical work accounts for around 40% of the course. To that we add **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 people**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training** session, subject to availability of places and to receiving the **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

- ✓ Onboard new team members
- ✓ Internal transformation support
- ✓ Retain talents
- ✓ Create internal career paths

Thiga Academy

Our trainers and alumni



Our trainers



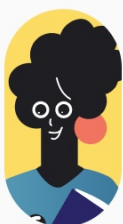
Our training courses are led by one of our **experts**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

What our Alumni say



“Great trainers, who immediately set a good framework for sharing their experiences. You get a real sense of their teaching expertise (well-constructed materials, good pace to keep your attention, balance between theory and practice). The many commented examples help to open up to various contexts.”

François — Product Manager at Métroscope



“The trainer handled the course really well, her experience helped make all the covered subjects more concrete. The course is really dense and gives you an idea of what you could easily put into practice by using the right tools at the right time. The many tools presented are really interesting.”

Chloé — Product Marketing Manager at Figaro Classified

Our Partners & Clients



Thiga Academy

Our training path



Product Basics

Product Owner
2 days

PRIVATE

Figma Advanced
1 day

PRIVATE PUBLIC

Product Culture awareness
1 day

PRIVATE

Advanced Product Owner
2 days

PRIVATE PUBLIC

Agile Awareness
1 day

PRIVATE

Product Builders 0 to 2 years

Product Manager
2 days

PRIVATE PUBLIC

Product Marketing
2 days

PRIVATE PUBLIC

Product Designer
2 days

PRIVATE PUBLIC

Tech for PM
avec  le wagon
1 day

PRIVATE

Product Builders 4-5 years and above

Lead Product Manager
2 days

PRIVATE PUBLIC

Product Builders 2-4 years

Data Informed PM
2 days

PRIVATE PUBLIC

Advanced Product Manager
2 days

PRIVATE PUBLIC

Design System
2 days

PRIVATE PUBLIC

Product Soft Skills
2 days

PRIVATE

Discovery Discipline
2 days

PRIVATE PUBLIC

Product Leaders 4-5 teams and more

Building a strong product organization
1 day

PUBLIC

Unlock your team's power
avec  WILL
18 hours

PUBLIC

Create and implement a Product strategy
1 day

PUBLIC

Scaling your Product organization
1 day

PUBLIC



Thiga Academy

About Thiga



Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our aim? To give the Product community access to actionable advice and methods, from the basics of Product Management to setting up a Product organization. Our entire training program is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who want to **share their experiences** and find the best ways to **turn their ideas into reality**. We give the European community of Product People the means to **promote the product spirit** in their companies.



Our Media

Discover the media that informs the **Product leaders** of today and tomorrow. You'll find all the Product content you need to support and inspire you every day: practical information sheets, opinion pieces from leading experts, themed series and feature stories. In short, original content to get you through the doors of the best tech companies.

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