

**PUBLIC:** 2 000 € Excl. VAT\*

**PRIVATE:** from 10 400 € Excl. VAT\*

\*Applicable rates from 1/1/25 to 12/31/25



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 participation 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

95%

satisfaction rate  
in 2024

## 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. This is complemented by **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 participants**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training session**, subject to availability of places and receipt of a **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).*

## Thiga's certification



### Product expert certification

Skills development begins with training and culminates in certification. Our certification, developed entirely by Thiga consultants and trainers, allows participants to assess and validate their skills, enhance their expertise, and advance their careers. The certification exam is recognized by the Product community.

## A tailor-made offer

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

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



# Thiga Academy

They talk about us



## Our trainers



Our training courses are led by one of our **experts**, who act as **trainers, program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

## What our Alumni say



“The training was great, very concrete and actionable. You can start applying it right away. The trainer constantly provided precise examples from his own experience. He showed us how he organizes his tools, roadmap, etc., which made everything very tangible. I can't wait to put it into practice.

**Tina** — Product Manager at Decathlon



“Many thanks for this top-quality training course, with many actionable elements in the PM's day-to-day role! It's a real gas pedal for going further and becoming more efficient. I really appreciated the fact that the trainers were also PMs or Heads of Product. You can get feedback on their experiences too.

**Tara** — Product Manager at Gens de Confiance

## 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

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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

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## Product Builders 2-4 years

Data Informed PM  
2 days

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Advanced Product Manager  
2 days

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Design System  
2 days

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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

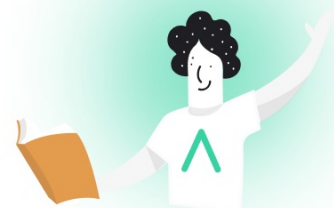
PUBLIC

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 goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

## The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.



## Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles. In short, original content to get you through the doors of the best tech companies.

## Contact



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