



PRODUCT MARKETING

product marketing playbook is irrelevant

for the new way people are ~~buying~~ software
composing





Nike employs more software developers than shoe designers



Goldman Sachs has more software developers than Facebook

Target in shift from IT outsourcing, hires software developers



GE is on track to become a 'top 10 software company'



Cloud Platforms are the New Building Blocks



COMPUTE
& STORAGE



MAPS



COMMUNICATIONS



SOFTWARE
ANALYTICS



PAYMENTS



from
sales & sales calls

learn
about
customers

from
the website



education about
what has been built

product
content

inspiration about
what can be built



for
field
mqls & sqls

demand gen
content

for
self-service
discovery & onboarding



through
sales enablement

up-sell &
cross-sell

through
automated flows



the new product marketing playbook

supports product brand



owns product brand

supports product sales

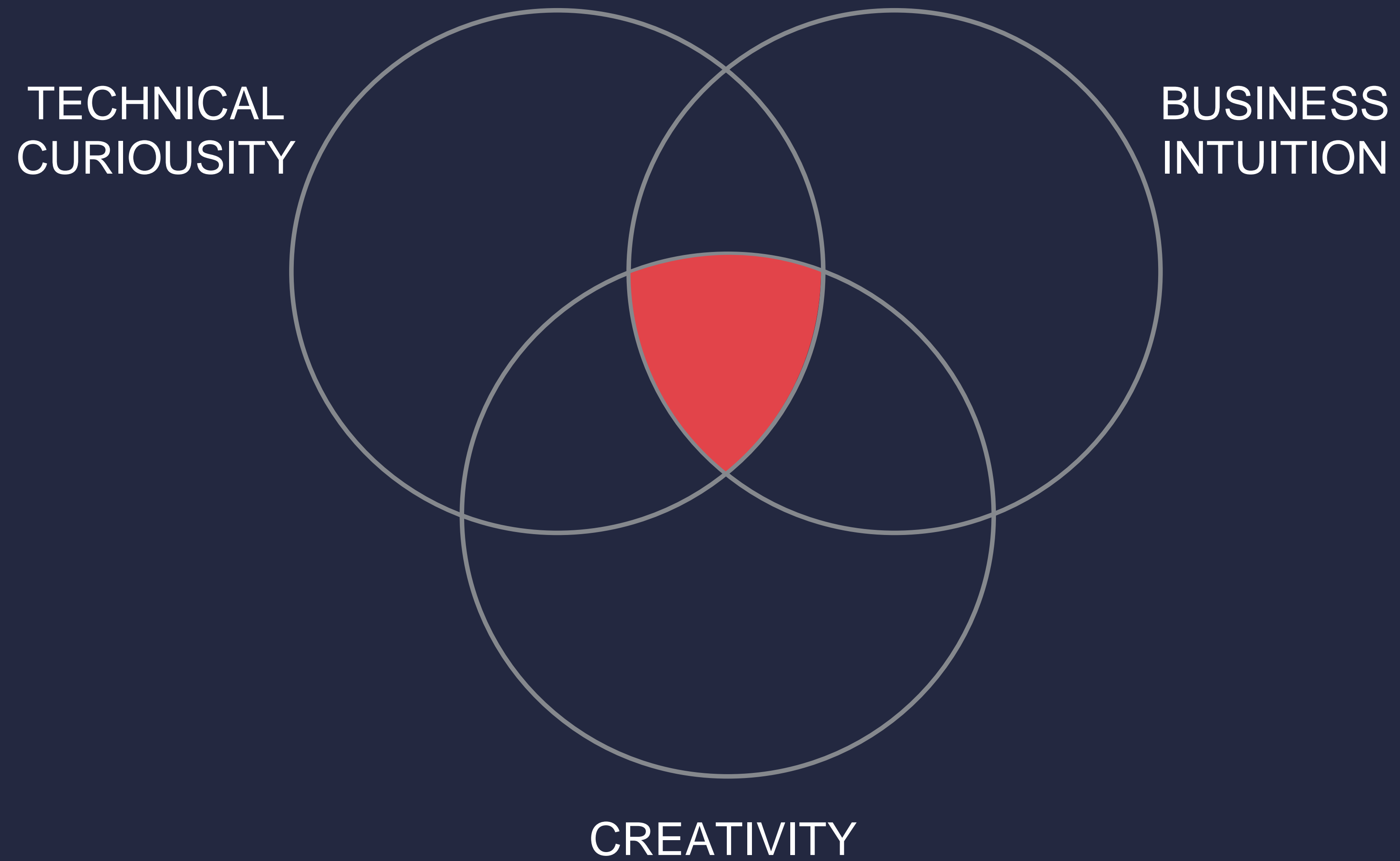


owns product adoption



product marketers
are the
cmo of their product







manav@twilio.com