



# PRODUCT MARKETING PRACTICE

Arketi Group's product marketing practice helps B2B tech companies differentiate their solutions, bring products to market, connect with the right prospects, and execute revenue-driving programs that meaningfully impact the bottom line.

B2B marketing is complex. Not only do buyers follow multiple paths to purchase, but typically multiple stakeholders have a say in the buying decision. Getting the right message to the right audience, in the right format, and through the right channels, is a multi-dimensional challenge.

Having experienced the evolution of the B2B buying and selling landscape firsthand, Arketi has crafted our product marketing practice to help solve the most pressing challenges in building awareness, driving demand and generating revenue.

## APPROACH

Arketi's product marketing practice is based on the Pragmatic Framework™, a proven methodology for building and marketing products. Developed by the Pragmatic Institute, and proven over the course of more than 30 years in the field, the Framework guides all essential product marketing activities, from strategy to execution.

		MARKET FOCUS		PRODUCT FOCUS		
		Positioning	Buyer's Journey	Go-to-Market	Launch & Awareness	
		PERSONAS				
		READINESS		PLANNING		PROGRAMS
		Use Cases	Messaging	Nurture	Advocacy	Sales Tools
				Metrics		Content
		<p><b>WHAT THIS IS</b> Successfully going to market requires more than a mere statement of being. It's a strategic process that uncovers and describes your product's ability to solve problems for customers.</p> <p><b>HOW WE HELP</b> Arketi uncovers the pain points buyers are looking to solve so we can create a seamless customer journey that guides them to the right answer, your products and solutions.</p>		<p><b>WHAT THIS IS</b> Customers want you to show, not tell. They don't want a vendor – they want a trusted partner who can solve challenges they face day in and day out. And you have to prove it, too.</p> <p><b>HOW WE HELP</b> Arketi develops programs that raise the profile and familiarity of your products to attract and engage qualified prospects.</p>		<p><b>WHAT THIS IS</b> The B2B buying process is complex, and customers often have hundreds of products to consider. Readiness is the line between missing an opportunity and landing a blue chip deal.</p> <p><b>HOW WE HELP</b> Arketi speaks the language of B2B. We translate the language of bits and bytes into meaningful, engaging tools, materials, and content.</p>

Learn more about Arketi's product marketing practice and how it could work for you at [arketi.com/pm](https://arketi.com/pm).

Arketi Group is a public relations and digital marketing firm that helps business-to-business (B2B) technology organizations accelerate growth through intelligent strategy, messaging, public relations, digital marketing, branding, and lead generation and nurturing. Consistently recognized by Chief Marketer as one of the nation's top agencies, Arketi's core belief is that marketing generates revenue.

For more information, contact Mike Neumeier at [mneumeier@arketi.com](mailto:mneumeier@arketi.com) or 404.451.7832 – or visit [arketi.com](https://arketi.com).



**WHERE  
MARKETING  
GENERATES REVENUE**