Building your first product marketing playbook
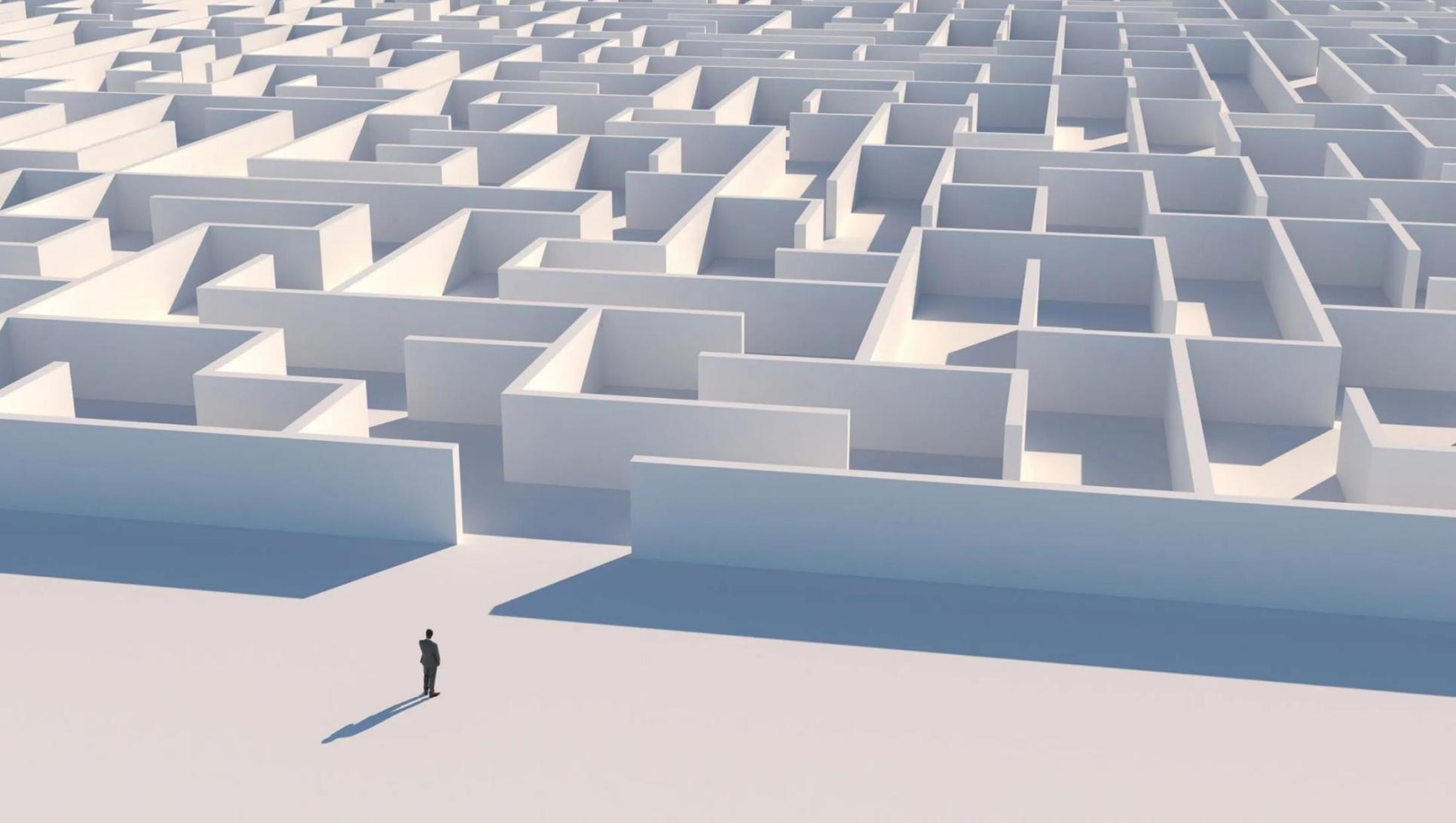
Crafting a foundation for repeatable, scalable product marketing success.

Zack Alami
zackalami.com

+50%

of all product launches fail to
hit business targets.

McKinsey&Company

Product Marketing
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from

to

Uncertainty

Purpose

Analysis-paralysis

Action

Lack of confidence

Systematic approach

Improvisation

Strategic execution

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pma Product Marketing Alliance

Zack Alami

Product Marketing Lead

1 ES Originally from Barcelona.
DK Based in Copenhagen.

2 12 years building & refining my Product
Marketing playbook.

3 Certified Product Marketing Leader by PMA
& Certified AI Product Manager

Learn more @ zackalami.com

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PMA defines a Product Marketing playbook as:

"a **step-by-step** guide to any product marketing strategy that helps optimize your approach and enables team members to carry it out"

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Playbook *= Execution + Thinking*

Playbook

Execution

- Frameworks

- Processes

- Tools

Thinking

- Principles

- Systems

- Mental Models

A good playbook balances doing and thinking.

*It's not just a bag of tricks (**execution**), it's also the playmaker's mindset (**thinking**) that goes into it.*

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Thinking

Shape your strategic perspective
and decision-making.

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Playbook

Execution
- Frameworks
- Processes
- Tools

Thinking
- Principles
- Systems
- Mental Models

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Principles

What?

Non-negotiable guidelines
that shape every decision.

Why?

Keeps actions aligned with
what matters.

Examples

- **Lead with the user outcome:** no features
  before value.

- **Pragmatism:** do what works.

- **Empathy & Inclusivity.**

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PRINCIPLES
RAY DALIO

#1 *NEW YORK TIMES* BESTSELLER

"Ray Dalio has provided me with invaluable guidance and insights that are now available to you in *Principles*."
—BILL GATES

"I found it to be truly extraordinary. Every page is full of so many principles of distinction and insights—and I love how Ray incorporates his history and his life in such an elegant way."
—TONY ROBBINS

5 MILLION COPIES SOLD

Principles: Life and Work
Ray Dalio

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Systems

Ongoing mechanisms that keep everything humming.

Maintains consistency so nothing slips.

Examples

- **Feedback system:** weekly insight digest pushed to Slack.

- **Enablement system:** "Product Marketing Hub" *(Single source of truth)*

- **Cross-team sync meetings:** check-ins to share updates and align priorities.

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🧠 Mental Models
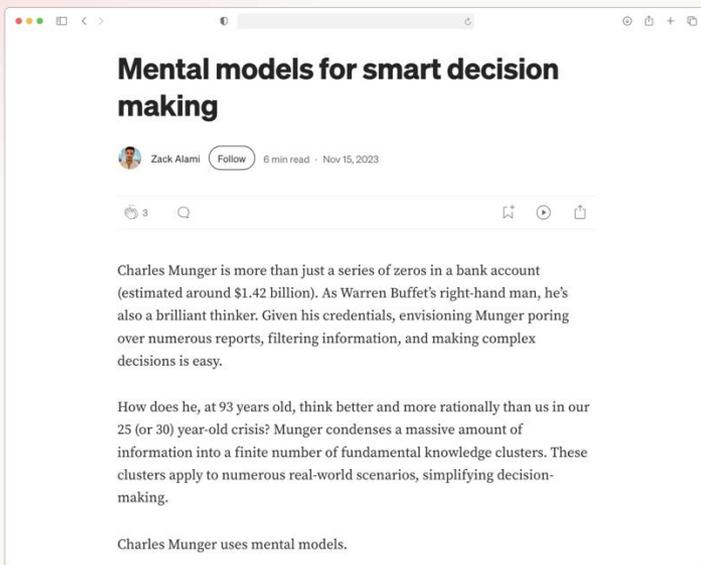
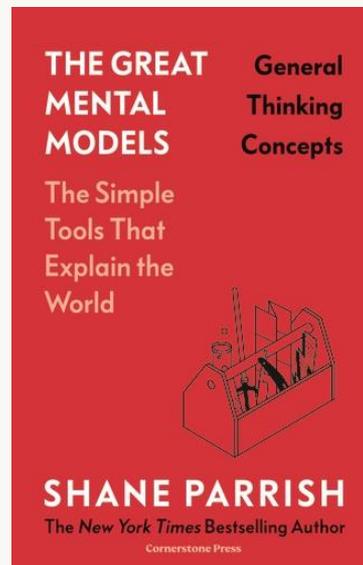Shortcuts for making sense of complex problems.

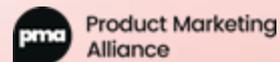Speeds up judgment and cuts bias.

Examples

- **Rule of 3:** people remember things in threes, so we limit our messaging pillars to three.

- **80/20:** find the few tasks that drive most impact.

- **Explore/exploit:** balancing trying new ideas vs. optimizing what works

- **Inversion**: what would break this launch?

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Mental models for smart decision making

Zack Alami · Follow · 6 min read · Nov 15, 2023

Charles Munger is more than just a series of zeros in a bank account (estimated around $1.42 billion). As Warren Buffet's right-hand man, he's also a brilliant thinker. Given his credentials, envisioning Munger poring over numerous reports, filtering information, and making complex decisions is easy.

How does he, at 93 years old, think better and more rationally than us in our 25 (or 30) year-old crisis? Munger condenses a massive amount of information into a finite number of fundamental knowledge clusters. These clusters apply to numerous real-world scenarios, simplifying decision-making.

Charles Munger uses mental models.

Medium

THE GREAT MENTAL MODELS — General Thinking Concepts

The Simple Tools That Explain the World

SHANE PARRISH
The *New York Times* Bestselling Author
Cornerstone Press

The Great Mental Models:
General Thinking Concepts
Shane Parrish

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Execution

Turn strategy into decisive action.

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Product Marketing Lead

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Playbook

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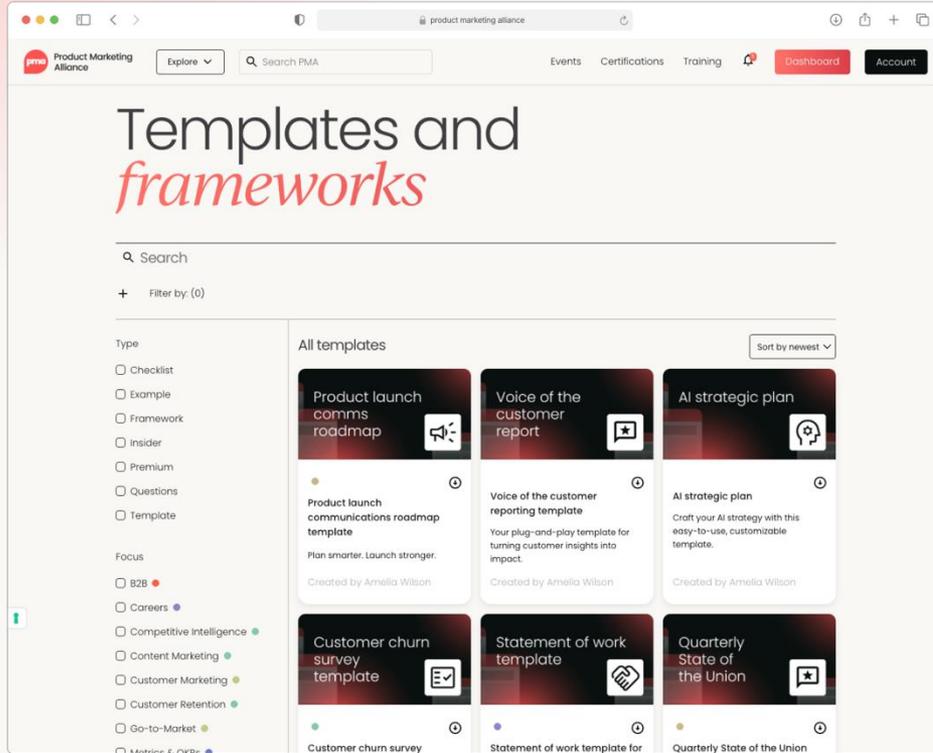
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📄 Frameworks

Pre-built templates that structure thinking and output.

Saves time and standardizes quality.

Examples

- **Positioning canvas:** audience, problem, solution, proof.

- **Message map:** proof points → key values → core message.

- **Bill of Material**: who does what, and when in a product launch

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Over **100** templates and frameworks.

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Processes

Step-by-step sequences for repeatable tasks.

Removes guesswork and keeps teams in sync.

Examples

- **GTM checklist:** starting with research and ending in a public launch.

- **Win/Loss retro:** understanding why you win or lose deals.

- **Customer Case Studies:** success stories that support marketing and sales.

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🔲 Tools

What?

Tangible assets and software
that speed up work.

Why?

Turns plans into action
with minimal friction.

Examples

- **Asana:** task**,** owner, due date, status. Open to
  all business.

- **Miro:** boards for persona mapping.

- **Notion** workspace for Product Marketing SSOT.

- **Loom**: product video recording & feedback.

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Case Study

Launching a new
AI product

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Situation

🟢 Task

Launching a new AI Agent feature with a 10-week timeline.

- **Goal #1**: Customer adoption.

- **Goal #2**: Reduce customer churn.

- **Goal #3:** 20% of customer environments within 6 months

⚠️ Challenges

- First AI feature

- Shareholders expectations

- Limited time & knowledge

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Playbook:
Thinking applied

⛩️ Principles

- Lead with user outcome

- Be pragmatic

- Fail fast

🌀 Systems

- Feedback System

- Enablement System

- Internal Comms System

🧠 Mental Modes

- Rule of 3

- Explore/Exploit

- Inversion

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Playbook:
Execution in action

📝 Frameworks

- Message Map

- Positioning Canvas

- Release Readiness

⏮️ Processes

- GTM Checklist

- Customer Interviews

- Messaging Updates

🧰 Tools

- "Omnia" or Notion

- Asana

- Perplexity AI

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Results & Lessons

✅ Results

- +10% increased adoption in first 6 weeks.

- Influenced customers & prospects

- Unexpected analyst reviews.

- Customer feedback turned into roadmap input.

⭐ Learnings

- **Iterate fast:** Weekly improvements beat perfect launches

- **Price early:** Pricing needs to land before value is felt. Spec. AI products.

- **Be two steps ahead** (perception matters)

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Takeaways

- **Be conscious**: Avoid autopilot. Stay present and deliberate.

- **Be flexible:** Become an excellent facilitator across teams.

- **Be consistent:** Use templates that work for you and keep things simple.

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Gracias ✨

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