

WHAT WILL B2B MARKETING LOOK LIKE IN 5 YEARS?

01

Product Marketers Will Design Infrastructure and Hire Customers In-House to Build Faster Feedback Loops

PMMs will need to collect, analyze, and act on customer knowledge exponentially faster than they do today. Product marketing teams will do this by owning tools and hiring customers.

02

Brand Will be a B2B SAAS Company's Most Important Competitive Advantage and PMMs Will Own It

In the future, agile competitors will copy successful new products or features almost instantly. That means SaaS companies will not be able to compete without a differentiated, world-class brand.

03

PMMs Will Reposition Products, Revamp Core Messaging, and Create New Categories 2-3x More Often

PMMs will need to become experts at rapid category creation and constant change management.

04

User Education Will Drive Top-of-Funnel Messaging

As SaaS products become more flexible, PMMs will need to integrate detailed, tactical user education into top-of-funnel messaging to convert prospects.

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User-Generated Cases Will Drive Product Positioning

PMMs will be responsible for surfacing user-generated use cases and translating them into strong product positioning.

B2B PMMs Will Learn B2C Skills

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B2B product marketers will learn to create messaging that resonates on B2C-style channels like product review sites and influencer podcasts.

Product Marketing Will Move Closer to Product Management

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PMMs will understand in-depth product data and in-product communication, and help product managers balance user experience with revenue goals.

Product Data and Activation Metrics Will Solve Product Marketing's Measurement Problem

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The rise of PLG models and readily available product activation data will make it significantly easier to measure PMM team performance in the future.

PMMs Will Build Decentralized, Multi-Audience Messaging Stacks

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PMMs will learn to build decentralized messaging stacks to communicate with multiple key audiences (end users and buyers) at the same time.

Product Marketing and Growth Marketing Skill Sets Will Converge

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More B2B PMMs will build growth marketing skills, and many will choose to work on growth marketing teams at some point in their careers.