

# HubSpot Product Positioning Secrets

Personas, positioning, product pages

Marcus Andrews & Lisa Edwards  
(Product Marketing)

The background is a solid orange color. There are several abstract circular shapes: a small solid orange circle on the left, a large solid orange circle in the bottom left corner, and a series of concentric, lighter orange circles in the top right corner.

# 1 Why Product Marketing?







# Scaling - Post Product Market Fit

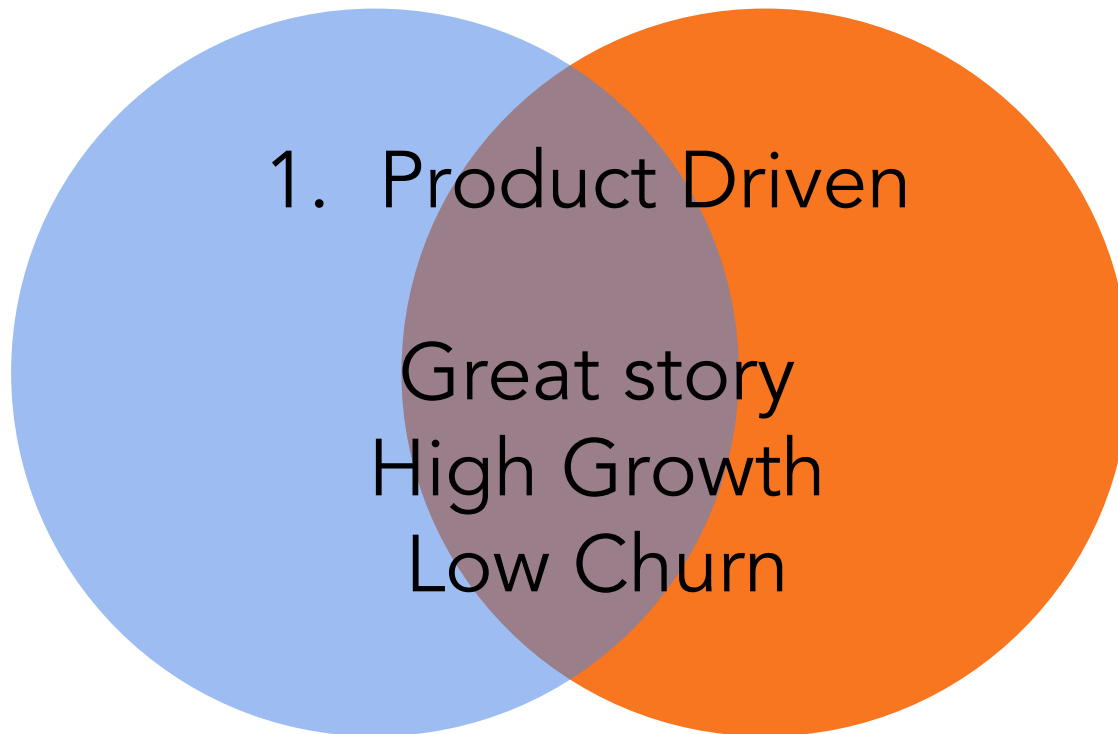
## 1. Sales Driven

Great story  
High Churn

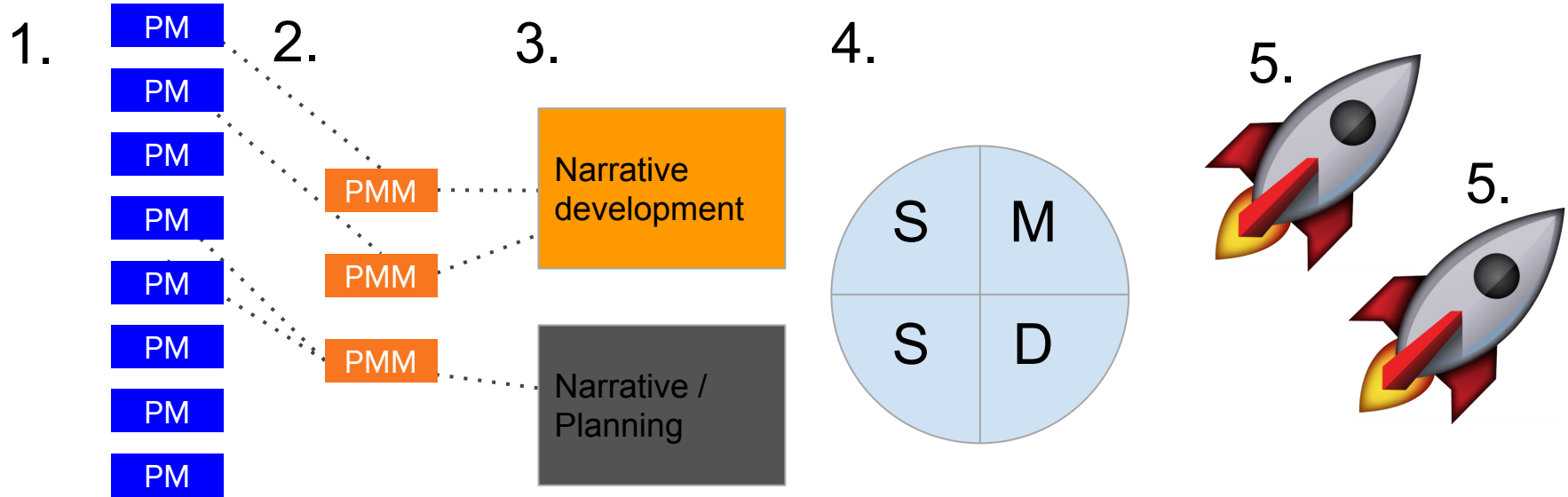
## 2. Eng Driven

Great Tech  
Slow Growth

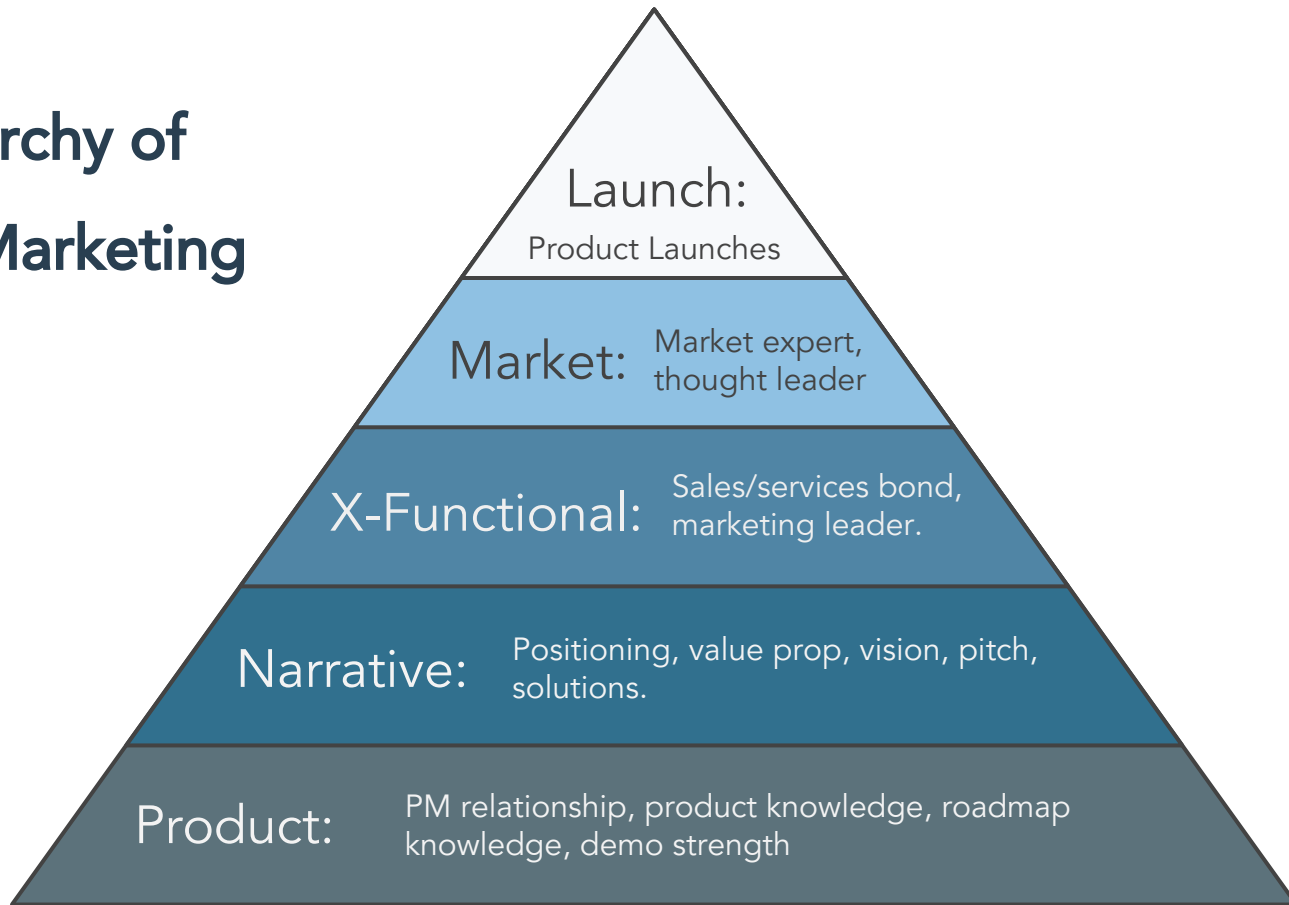
## Scaling - Post Product Market Fit



# Scaling - Post Product Market Fit



# The Hierarchy of Product Marketing



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# 2 Intro to Personas



# What is a Buyer Persona?



A buyer persona is the **semi-fictional** representation of your ideal customer based on some select educated-speculation about their **behavior patterns, motivations, goals, and demographics.**



A buyer persona  
is the **human  
representation** of  
your ideal  
customer.

# Where should you look for information?

1. Talk to your existing customers
2. Gather info from internal teams
3. Conduct surveys and polls
4. Analyze your form submission data
5. Visit the webspace they frequent

# HubSpot's Personas



# Marketing Michelle

Director or VP of  
Marketing at a  
26-200 person scale-up

Her first priority is  
generating demand &  
having an impact

Values inbound as a  
complement to her  
existing strategy



## EXPERIENCE WITH TECHNOLOGY

- Has experience with marketing automation & CRM from her prior role
- Comfortable with technology & basic principles, but isn't technical

## TRYING & BUYING TOOLS

- Leans on her network to learn about useful new technology instead of tinkering herself
- Willing to sign up for free tools (especially "point solutions"), but treats them like a trial
- If she's convinced her team needs something, she'll follow a traditional purchase process (involving a rep), evaluates new solutions deeply, expects to see the value first

## WHY SHE CHOOSES HUBSPOT

- Has had negative experiences with tools & integrations that haven't met expectations - now, she values all-in-one, wants a trusted technology partner she can rely on

7-10+ years experience  
in a marketing role

Aspiring CMO

Uses the same services  
we all do (Spotify, Lyft,  
Amazon Prime)

Her primary constraint  
in work & life is time



# Growth Gary

"Head of Growth" at a  
<25 person startup

Gives off "power user"  
signals, loves to give  
feedback to vendors

Sees every problem as a  
technology challenge, less  
interested in "people challenges"



## EXPERIENCE WITH TECHNOLOGY

- Very savvy, spends a lot of time thinking about and trying new technology
- Proud of the complex stack he built from free point solutions, doesn't see its limitations

## TRYING & BUYING TOOLS

- Fickle, constantly replacing parts of his stack with whatever is new and hot
- Responds well to free & freemium, doesn't need or want help to get started
- May not have interest in or experience needed to lead a traditional purchase process that involves multiple internal stakeholders
- When company grows, he'll need to evolve into a Michelle, or start reporting to one

## WHY HE CHOOSES HUBSPOT

- Found HubSpot through our free tools, but feels limited by some parts of our offering

Aspires to be an  
entrepreneur and have  
a personal brand

4-7 years experience in  
a growth or sales ops  
role

Read and loved "The  
Four Hour Workweek"

Tried his hand at  
affiliate marketing in  
college

# How do you use a persona?

1. Common point of reference for your team
2. Consider while building your products
3. Settle disagreements

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# 3 How to Build Great Positioning

# Building Great Positioning

1. Know the product
2. Know the audience
3. Know the space
4. Know what will sell

# Build a Great Brief

A well done creative positioning brief/deck can change the world.

## Product Creative Brief and Positioning

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### Positioning Summary.

A simple paragraph about 50 words in length that summarizes what the product is and why it's valuable to its target market. You should complete this part last after you've defined everything below. At times, it may be a good exercise to try different length versions of this - one at 50 words, one at 20, one single liner and so forth.

### What Problem Does it Solve?

How will customers lives be improved because of this product. This is an important one to nail and should be informed directly by customer interviews and surveys. What's frustrating them now that would bring them to you?

### Audience

Underscore who is a perfect fit for this product and your primary persona. If your product team utilizes the Jobs To Be Done (JTBD) methodology, ensure that job this product/feature is solving is accounted for in the 'What Problem Does it Solve' section above, and also think about which personas this fits into.

### Message Themes

- These are themes you want to hit upon in your positioning and campaign that underscore your point, for example for the CMS it was mobile, integration, personalization etc. There should be fewer than 4 if possible and they should relate to your problem above.

### How does this fit into the bigger picture?

How is this part of your bigger story? How does this fit into trends in the industry.

### 10 Word positioning Statements|

These are hard.

- Start with your overarching positioning summary (50 words) and narrow it down.
- Try a number of different approaches. Ultimately, you'll lead with one.

Example: "The easiest way to create, measure and leverage ads"