Product marketing and content marketing collaboration checklist

| **Collaboration** | **PMM responsibilities** | **Content responsibilities** |
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| **Customer research on content themes** | * Deliver buyer persona research. * Share voice of customer insights. | * Build a content plan around the customer’s journey * Create content pillars, POV, and narrative based on pain points. |
| **Messaging development and execution** | * Define the product’s core value proposition and messaging pillars. * Provide teams with positioning documents and key messaging frameworks. | * Adapt messaging for different channels  (e.g., blogs, YouTube, LinkedIn, newsletter). * Use various formats to repeat the same messages from different angles. |
| **Competitive thought leadership** | * Identify market gaps & key differentiators. * Provide competitive positioning insights. | * Develop comparison content. * Develop a proprietary narrative to share the unique point of view of the business |
| **Product launch content strategy** | * Share launch objectives and timeline. * Provide product positioning and messaging for launch campaigns. | * Adapt content calendar to support the launch. * Track content performance & engagement. |
| **Feature updates and content refreshes** | * Flag updates and changes. * Validate technical changes in refreshed content. | * Audit & update existing content for accuracy. * Optimize content for SEO and user experience. |
| **Product insights and**  **content opportunities** | * Share product usage data & success metrics. | * Develop customer success stories & case studies. |