

## Product marketing and content marketing collaboration checklist

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