

Product Management

Background Knowledge

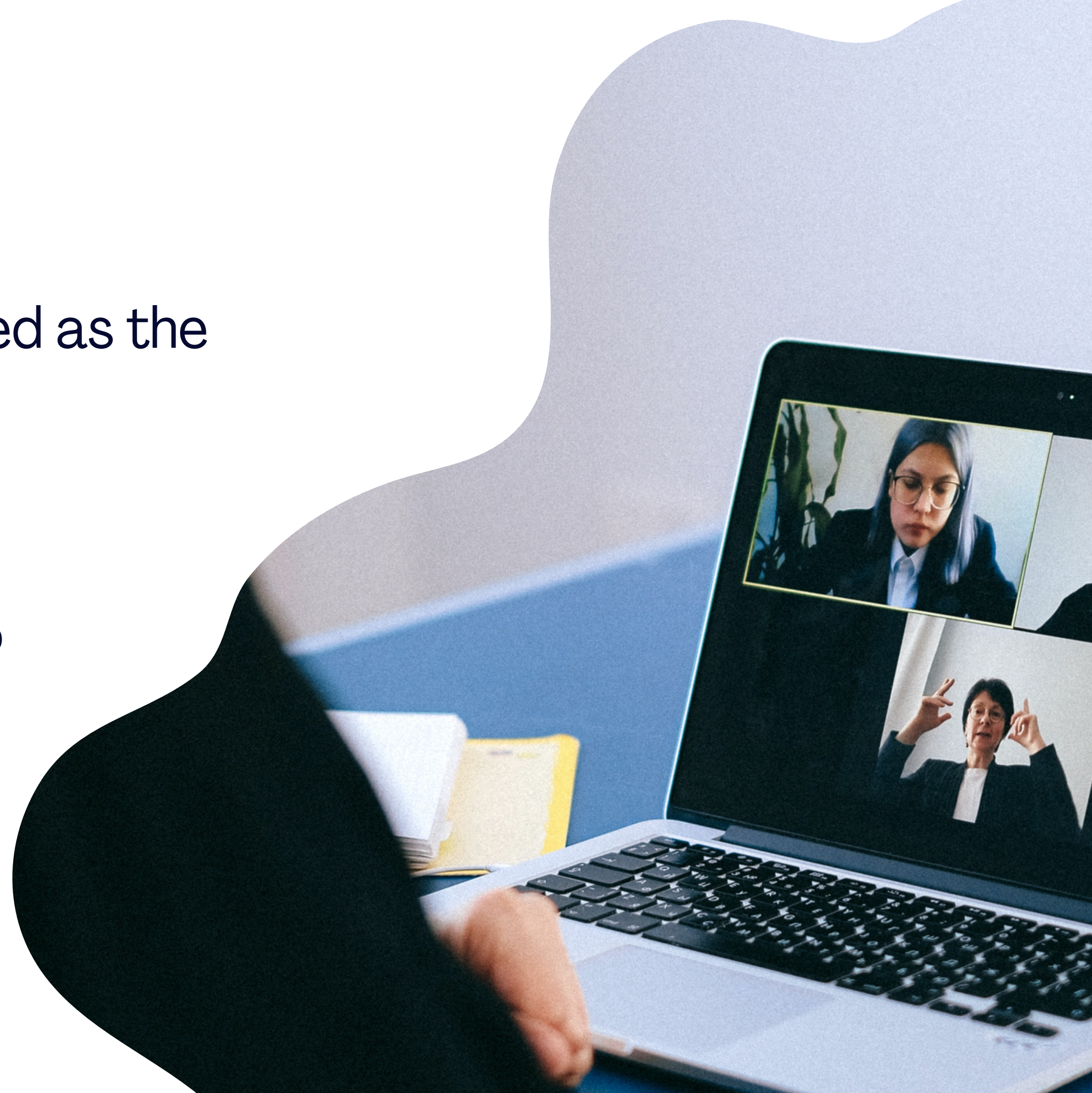
By Scott C. Eneje



Communication

Communication is usually defined as the transmission of information

As a product manager, one of your core responsibilities is to define the product vision and communicate it to the other teams. You will spend a significant amount of time talking to the customers, gathering their feedback, and conducting market research.





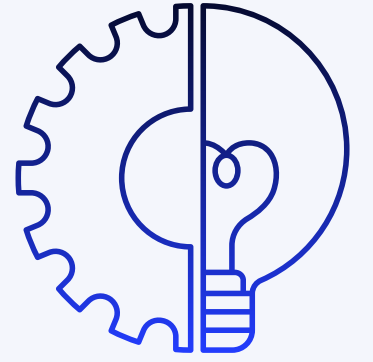
Communication Strategy

Strategy

Planning by period (Annual, quarterly etc)

Planning

Product technical breakdown, sprint planning



Coordination

Daily stand-up, 1:1s

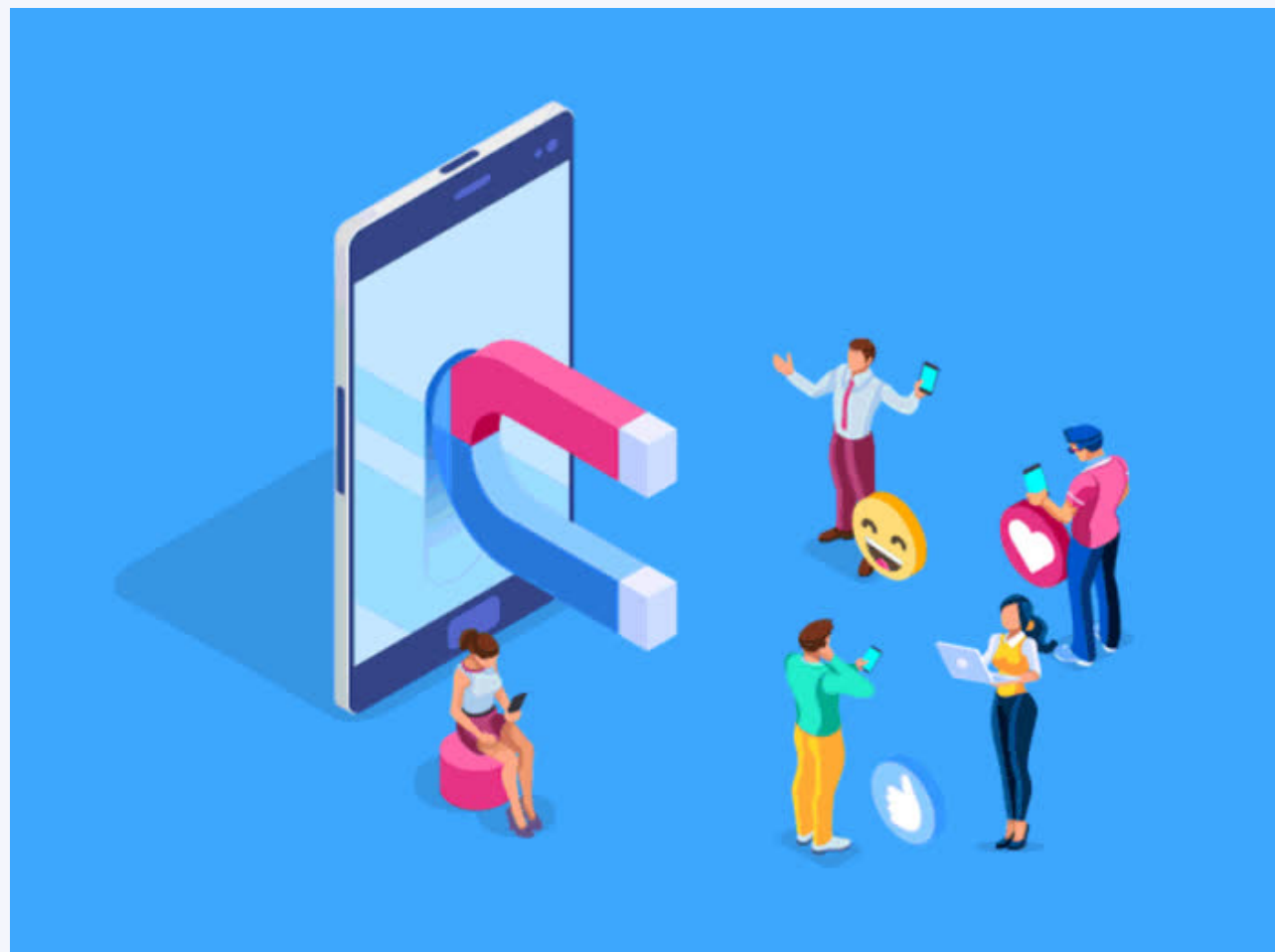
Relationship Building

Fun activities, group time, games

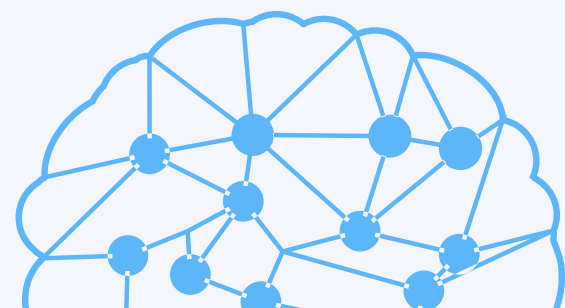


Marketing

Product marketing is the process of bringing a product to market. This includes deciding the product's positioning and messaging, launching the product, and ensuring salespeople and customers understand it.



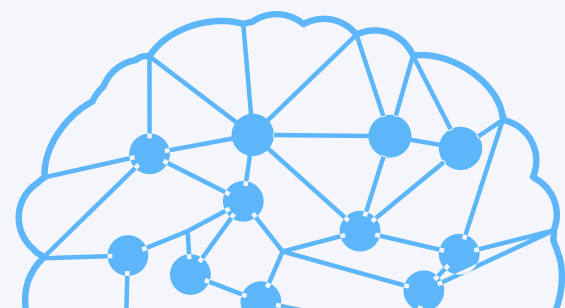
Product marketing aims to drive the demand and usage of the product.



Economics

Product economics are models for production, competitive advantage and consumer behavior that are applicable to product marketing.

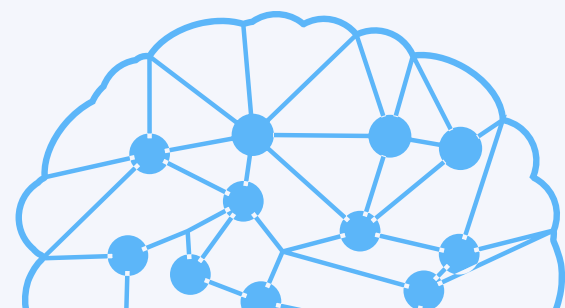
This includes product differentiation, relative advantage and pricing theory that is useful in developing and marketing products



Public Relations

PR helps establish and maintain a good public image and reputation of companies.

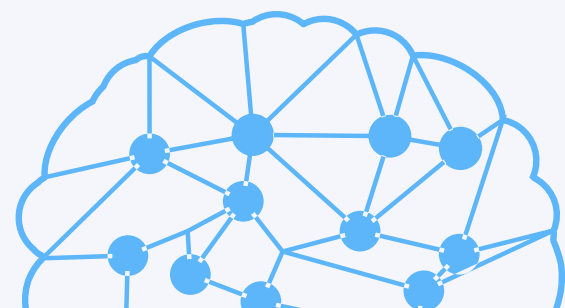
To bridge that trust gap between a business and its would-be clients or customers



Statistics

statistics gives us insight into potential issues with the inferences we may draw from popular analytics tools. It also can give us hints as to how we can resolve these issues.

1. **Learn SQL as a skill.**
2. **Understand that Data is king**
3. **Reading, Analyzing data is critical**
4. **Using that data to build a product is what makes your product thrive**

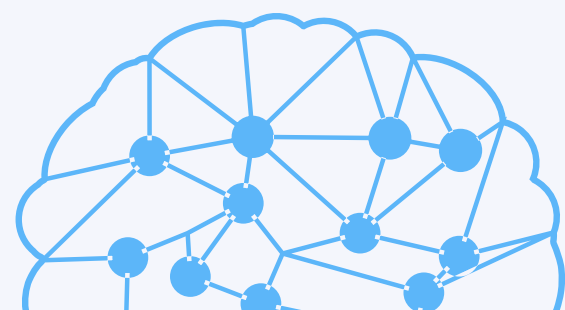


Advertising

Product advertising attempts to create a demand for a product.

This includes promoting consumer awareness that a specific product exists and fostering their interest in the product. Encourages consumers to make purchase decisions quickly based on seeing a product.

Showing MVPs, Doing User testing,
Getting buy-ins



Management

Product advertising attempts to create a demand for a product.

Product discovery. Product Planning.
Product Development.





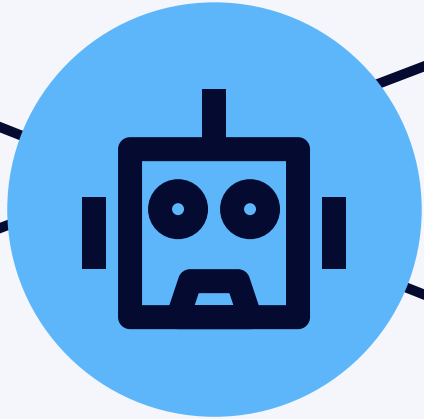
Trait of a Great Manager

Emotional Intelligence

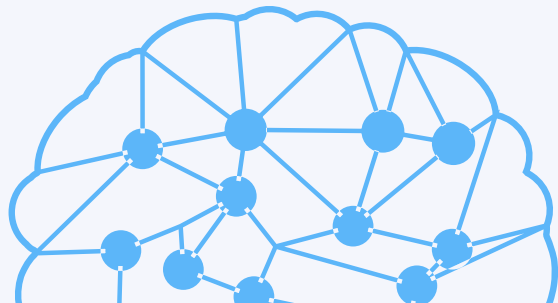
Communication

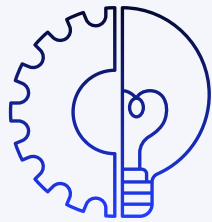
Organization

Knowledge



A core product management skill is to have knowledge of market and industry trends and being able to set and track key KPIs, such as customer acquisition costs, customer conversion rate, daily active users, features usage, user churn, Net Promoter Score, customer satisfaction, and customer lifetime value.





Thank You

