

Action Guide

430: How changes in Marketing are influencing products

Ali Plonchak



Application Questions

1. What trends in marketing have you seen that might impact your products?
2. How closely do the product and marketing teams work together in your organization? What would you like to see improved in the communication between product and marketing?
3. How does your organization determine whether an advertisement led to a business success?



Actions to Take

What to Do Now

- Review the marketing materials for your products.
- Discuss changes that could improve the marketing materials.

What to Do Soon

- If you don't already have a good relationship with people in marketing, work on forming relationships.
- Review your marketing materials suggestions with the appropriate person in marketing.