

# Product Marketing

Product Marketing drives the vision and strategy for the products.

## Description

Product marketing includes all the actions a company takes to ensure financial success of the entire product portfolio, as well as the continued satisfaction of their customers.

The four pillars of Product Marketing may be defined as

- Market intelligence & market analysis
- Product strategy definition & planning
- Master process of launching new products
- Management and promotion of the product portfolio

Healthy Product Marketing - also called Product Management - is crucial to guarantee survival of companies, especially in the competitive world as we know it today.

## Ashore Consulting

With the knowledge and expertise we have at Ashore Consulting, we can support your organization to plan and implement the right product marketing tools. As every sector and respective products and services differ, we adapt our methods until your expectations are met.

### Our offering

- Portfolio management
- Product strategy planning
- Product & price positioning
- Identification of target market segments
- Product launch processes
- Competitive & market analysis
- Compiling product specifications and introducing the development process

### Our contact details

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