

# DemoP - Marketing and Positioning Strategy

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## Context

This document outlines the marketing and positioning strategy for **DemoP** - a sample B2B SaaS platform, based on competitive research, industry conversations, and enterprise product experience. Some assumptions are directional and require further validation.

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## 1. Problem Statement

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*Product teams use multiple tools that were never built to talk to each other. Strategy lives in stale slides. Work happens in Jira. Feedback sits in spreadsheets. OKRs are buried in Notion. Outcome data is locked in Amplitude. The result is frustrated PMs who spend half their week on updates instead of decisions. No single vendor owns the connective layer between strategy, execution, and outcomes. DemoP closes that gap, not by replacing what teams already use, but by connecting them into one live view of what the team is building, why they chose it, and whether it is working.*

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## 2. Target Users

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### Primary Users:

Product Managers at Series A to C B2B SaaS companies. They have a small engineering team, a few PMs, and a growing list of stakeholders who want updates.

What they are dealing with day to day:

- Roadmap changes faster than the slides that describe it
- User feedback comes in from three different places and never gets properly triaged
- Features ship and six weeks later nobody knows if they worked

- Every Monday there is a leadership update to prepare manually

What they actually want is simple: one place where the roadmap, the feedback, the decisions, and the outcomes all live together, and that updates without them having to manually maintain it.

**Secondary Users:**

Engineering Leads and CPOs requiring visibility into product context and outcomes.

**Non-target:**

Solo founders, agencies, very small teams, and large enterprises with custom tooling.

**Ideal Customer Profile**

Dimension	Description
Company type	B2B SaaS - software sold to other businesses on subscription
Company stage	Series A to C - enough traction to have a real PM team
Team size	50 to 500 employees, product team of 3 to 20 PMs
Current tooling	Jira, Confluence or Notion, Zendesk or Intercom, Mixpanel or Amplitude
Pain point	Product knowledge scattered, decisions get lost, features ship blind
Budget signal	Already paying for Jira, Confluence, Amplitude; comfortable with \$300-5K/month on tooling
Geography	North America primary, UK/Europe secondary

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**3.Positioning**

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*For product managers at growth-stage B2B SaaS companies who are losing time and context because their product knowledge is scattered across disconnected tools, DemoP is a product insights platform that connects strategy, execution, feedback, and outcomes in one live environment. DemoP does not replace any existing tool. It connects them.*

Here were a few directions I considered:

- We are a connector, not a replacement. Telling PMs to switch away from Jira is a non-starter. Telling them we make Jira more useful is a much easier conversation.

- We lead with the PM, not the company. The buyer might be the CPO but the user is the PM. If the PM does not love it, the CPO will not renew.
- Outcome-focused positioning. We do not talk about features, we talk about what a PM can stop doing (manual updates, losing context) and what they can start doing (making faster, better decisions).

## Competitive landscape

Tool	Strength	Gap we fill
Productboard	Feedback management + roadmap	No experiment tracking, decision log, or post-launch health monitoring
Jira / Linear	Sprint and task tracking	No strategic context; why are we building this?
Amplitude / Mixpanel	Product analytics	No roadmap, no team ops, no connection to decisions
Lattice / Workboard	OKR tracking	OKRs are disconnected from the actual work happening in sprints
Notion / Confluence	Documentation	Static - not connected to live data or team activity

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## 4. Value Proposition by audience

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### For the Product Manager

- One place for the roadmap, feedback, decisions, experiments, and outcomes
- Stop preparing status updates that should generate themselves
- Know six months from now why a feature was built and if it worked
- Go into any stakeholder meeting without spending several hours gathering updates from different tools

### For the Engineering Lead

- Understand the business reason behind every sprint item, not just the ticket
- Show up the blockers early, before they derail the sprint
- See how the team's work connects to the company's OKRs

### For the CPO / VP Product

- Real-time OKR visibility, no manual check-ins required
- One-click stakeholder digest generated from live data

- Confidence that the team is working on the right things, with evidence

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## 5. Messaging Direction

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The messaging strategy is built around one principle: talk about what the PM stops doing, not about what the product does. Busy PMs don't care about a list of tools. They care about three things:

- Getting time back: spending less time on updates, chasing context, and switching between tools
- Making better decisions: having the right information so they stop second-guessing themselves
- Walking into meetings with confidence: not dreading stakeholder questions because everything is already clear and visible

So every message should answer one question: "What does this stop the PM from suffering through?"

### Headline:

"Every tool your team uses - finally talking to each other."

### Message by audience

Audience	Core message	Proof point
Product Manager	One place instead of five- no more manual updates	Teams using DemoP eliminate the Monday morning status update entirely. Roadmap, feedback, decisions and experiments update automatically from connected tools.
Engineering Lead	Finally understand why you're building what you're building	Every Jira ticket shows the PRD, the decision log, and the OKR it supports. Engineers stop asking "why are we building this" in sprint planning.
CPO	Know if the team is making a difference, without asking	OKR completion rate, feature health, and team velocity in one view - updated live, no manual input required. Board-ready at any moment.
Stakeholder	Always know what product is doing. No meetings required	A weekly digest lands in their inbox every Monday, generated automatically from live product data. No PM prep time required.

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## 6. Go-to-Market Summary

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### Primary motion: product-led growth

The best advertisement for DemoP is a PM using it for two weeks and seeing their roadmap, feedback, and outcomes connected in one place. The goal is to get them to that moment as fast as possible.

- Free 14-day trial, full access, no credit card required
- Self-serve onboarding: connects Jira and Confluence in under 10 minutes
- Viral loop: PM shares read-only dashboard with CPO, CPO signs up

### Secondary motion - enterprise sales

For accounts that will spend above \$50K annually, a sales-assisted process is needed. These deals require security review, SSO, compliance documentation, and executive buy-in. Longer cycle but much higher value.

### Channel priority and rationale

- Begin here: LinkedIn content (PM thought leadership, product teardowns, behind-the-scenes posts). Lowest cost, builds credibility before the product is ready, and reaches the exact Ideal Customer Profile organically. Aim for 3 posts per week in Months 1–3.
- Month 2–3: PM communities (Lenny's Newsletter, Product School, Mind the Product). High-quality audience but requires genuine contribution, not promotion. Focus on sharing a real insight from building DemoP, not pitching it.
- Month 3–4: ProductHunt launch. Good for a spike in awareness and social proof, but traffic tends not to convert to retained users without a strong onboarding flow already in place. Do not launch here until the activation metric is healthy.
- Month 4+: Jira and Figma Marketplace listings. High intent and reaches PMs already in their workflow, but requires integration depth before listing. Only pursue once the Jira integration is genuinely stable.
- Ongoing: Word of mouth. It is the most reliable way to grow early and it can happen naturally through a CPO sharing updates with their team, a shareable read-only dashboard that gets people asking "what tool is this?", and a referral reward for paid users who bring someone new in.

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## 7. Pricing Direction

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Tier	Who it is for	Price (est.)	What is included
Starter	Small teams, 1-3 PMs	Free	Core modules, 1 integration, 30-day data retention
Growth	Series A/B teams, 3-10 PMs	~\$299/month	All modules, unlimited integrations, 12-month history, email support
Enterprise	Series C+, 10+ PMs	Custom / annual	SSO, audit log, custom roles, SLA, dedicated CSM

*Value metric: Number of product managers.*

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## 8. Success Metrics

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Every strategic and product decision in DemoP is grounded in data, from channel selection to feature prioritisation to launch timing. The metrics below reflect that data-driven decision making framework. The metrics below are grouped by funnel stage, each with a target and the reasoning behind why that number matters.

### North Star Metric: Weekly Active OKR Completion Rate

Are active teams updating at least one Key Result every week? The target is 60% of teams doing this by end of Q2 2026. This tells us if DemoP is actually changing how people work, not just how many people downloaded it.

### Acquisition - Are people signing up?

Target 200 new trial signups per month by Month 3, and 500 by Month 6. If the numbers are below target, the marketing channels need to change before spending more money on them.

### Activation - Are new users getting value quickly?

A new user should connect their first integration within 10 minutes of signing up. 15% of trial users should convert to a paid plan within 14 days. If conversion stays below 10%, the problem is the onboarding experience, not the product itself.

### **Retention and Engagement - Are people coming back?**

By Month 3, at least 45% of users should still be active. More than 25% of monthly users should be using DemoP daily that signals habit, not occasional use. NPS should reach 40 by Month 6. If it's below 30, the product is useful but not useful enough for people to recommend it to others.

### **Revenue - Is the business growing?**

Monthly recurring revenue should reach \$30K by Month 6 and \$100K by Month 12. The average customer should be paying around \$350 per month. By Month 9, revenue from existing customers growing their plans should be outpacing any customers who leave.

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## **9. Open Questions**

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### **What I am still figuring out**

These are the assumptions in this document that I need to further validate. They represent the biggest risks to this strategy.

- Is 'product insights platform' a category people recognize or does it need more explaining?
- Will Product-Led Growth work for enterprise buyers or do we need a sales-led approach from the start for accounts above \$50K?
- Which channel actually drives qualified signups? Everything in section 6 is a hypothesis.
- How do we differentiate from Productboard in a conversation? Their roadmap and feedback overlap with us most directly.
- Does the free tier create enough value to convert, or does it need to be more generous?

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## **10. Next Steps**

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The four actions below are sequenced by dependency, each one builds the foundation for the next. They are the minimum factors required to validate whether this strategy holds before committing significant build or spend.

### **1. User interviews: Weeks 1–3**

**Owner: Product**

Run 8–10 interviews with Series A/B PMs to validate the core problem statement and test whether “product insights platform” lands as a category. The output is either confirmation that Section 1 is accurate, or a revised problem framing that the rest of the document should be rewritten around. Do not skip this step.

### **2. Pricing validation: Weeks 2–4**

**Owner: Product + GTM**

Test the \$299/month Growth tier anchor with 10 target users using a willingness-to-pay exercise. The specific question to answer: does the free tier create enough value to convert, or does it need to include more to get users to the “aha moment” before the paywall? This directly affects the PLG motion.

### **3. GTM channel test: Month 1–2**

**Owner: Marketing**

Run LinkedIn content and one PM community channel in parallel for 6 weeks. Measure qualified trial signups per channel, not impressions. At week 6, double down on whichever channel produces the higher signup-to-activation rate. Kill the other and reinvest the time.

### **4. Stakeholder review: Month 2**

**Owner: Lead PM**

Present updated positioning and early channel results to CPO and GTM lead. The goal is alignment on the single biggest open question identified in Section 9 before committing to the Month 3 ProductHunt launch. If the team cannot agree on the answer, delay the launch.