

# MAUVEGAS2017

PRESENTED BY:



## WE'RE BETTER TOGETHER

How product and marketing can collaborate to drive growth.

#MAUVEGAS

GROW.co

# BACKGROUND



**JULES WALTER**

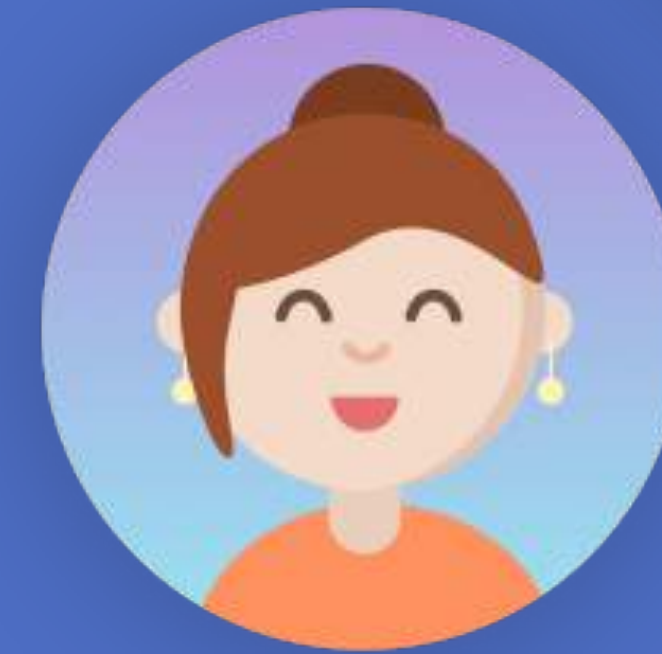
Product Manager



Jules is a product manager on the growth team at Slack. With a computer science degree from MIT and an MBA from Harvard, he is passionate about using technology to solve meaningful problems.



**Slack's Mission:**  
To make people's working  
lives simpler, more pleasant,  
and more productive.



# PRODUCT AND MARKETING ARE PARTNERS



**Shared ownership  
of goals**



**Shared ownership  
of strategy**



# WE INVOLVE EACH OTHER EARLY IN PROJECTS

**Acme Corp** ▾  
● Jules Walter

All Threads

CHANNELS (55)

- # ads-umbrella
- # advertising
- # general
- # help-it ☰
- # launch-umbrella
- # marketing-java-assets
- # random
- # released
- # sales
- # sales-forecasting
- # sales-leads
- # sales-team
- # zendesk

DIRECT MESSAGES





- ♥ slackbot

## #marketing-java-assets

☆ | 👤 109 | 🔄 1 | A space to collaborate with our marketing agency 🤝

📞 ⚙️ 📅 🔍 Search @ ☆ ⋮

January 5th

-  **Judy Wang** 6:01 PM  
Our team loved the concept. Great starting point. Let's see what our designer, [@tina](#), thinks....
-  **Tina Chen** 6:01 PM  
👏 Nice to meet y'all! Do you mind putting together a few more options that are a bit brighter and less zoomed in? Want to make sure the ads pop. ✨
-  **Mark Lawson** 6:02 PM  
You too, Tina! No problem, we'll get you something soon.  
Ok [@tina](#) our second rev can be found in this Post. Let us know if you want to see even brighter. 😊
-  **Tina Chen** 6:02 PM  
Ha, not sure if you can get much brighter. This is perfect!

📌 Pinned by Jesse Elliott

-  **Mark Lawson** 6:02 PM  
mentioned Marina Milenkovic's post ▾

 **Umbrella Campaign Creative**  
Last edited 4 months ago

This is the creative brief for our umbrella campaign 🌂 ☁️

WE MAKE SURE OWNERSHIP IS CLEAR

Product

Marketing

**Problem definition**

**Market**

**Prioritization**

**knowledge**

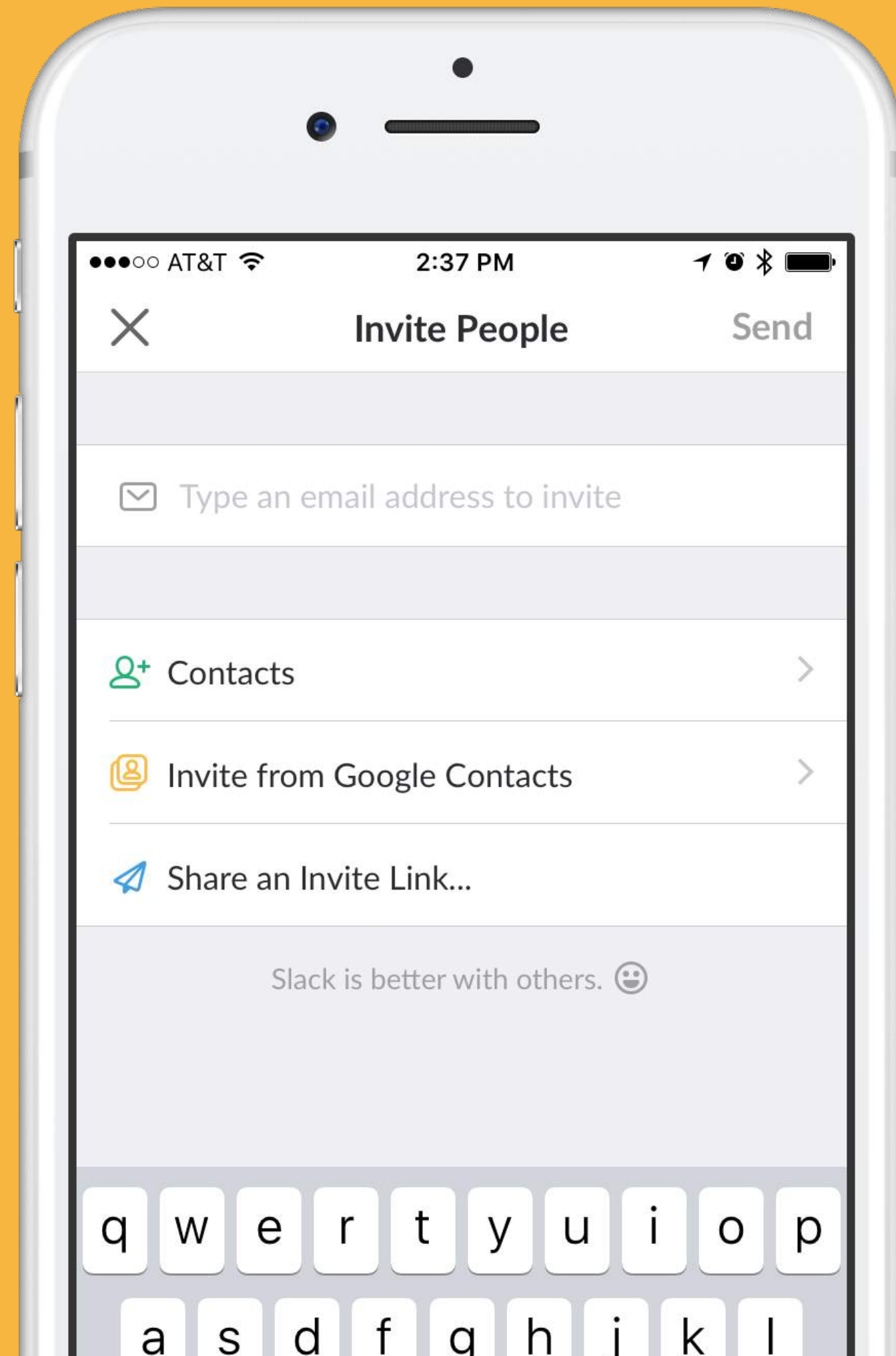
**Executing experiments**

**Positioning**

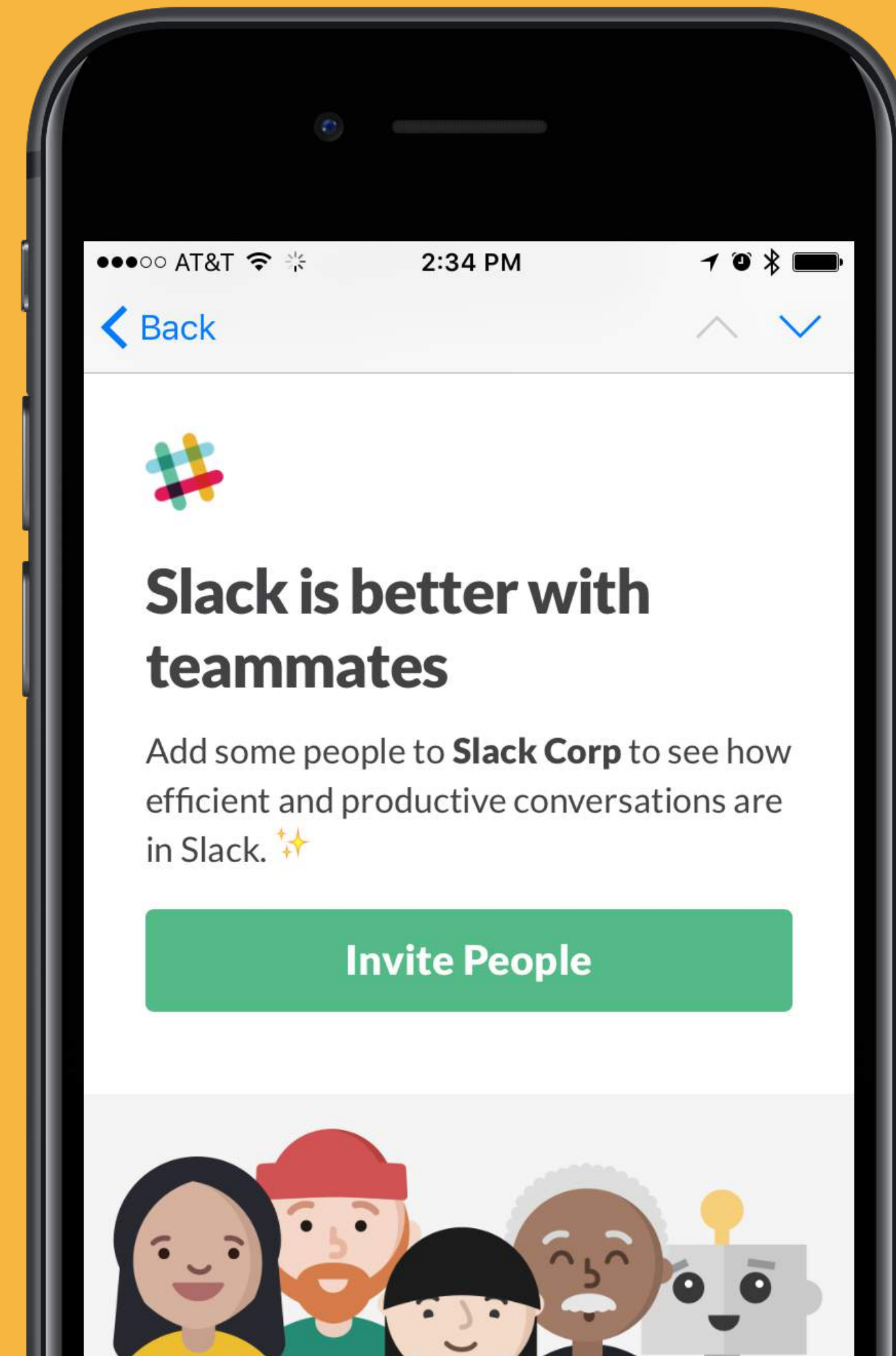
**User lifecycle**

# SAME GOALS BUT DIFFERENT TACTICS

Product  
**In-product**



Marketing  
**Off-product**



FIN

