How Cognism uses Productboard

[00:00:00] Hi, I am Vera. I head up the product marketing team here at Cognism, and in this video I'm going to show you how we use product board. Product board is a product group mapping software. And I had to blur everything because it's internal information. And I'm actually using one of the other tools that we have, as part of our tech stack called Navattic.

But basically what you see on the screen is the monthly roadmap. So this is where the PMs are adding all the features that they've planned to develop. And then if I click on any of these features, I will be able to see all the feature information. Including the requirements definition, the business impact, the customer impact, and so on.

This is all integrated with Jira. So whatever design is already done, designing and documentation is ready. It all gets linked back to product board. So it's like the single source of truth for product marketing when it comes to figuring out where we got to with each feature and what's going out in in each release.

So, you see here we have [00:01:00] statuses, so it works like any task management software, but it's for roadmapping. And then another thing that we have recently started implementing is actually this marketing view where I am trying to track all these features and assign impact of each feature in terms of how much marketing resources and effort it's going to require to promote.

So as you can see, I have types of releases. So type one are these big Bang launches that we plan to do. And then type two are any smaller features that maybe need to be combined in a launch together. And then I track here all the moving parts that product needs to finish before I'm able to start the launch.

Including documentation, release notes, the portal design, and so on. So this is great and this is something that we have started implementing recently because product board, since it's used by PMs so much it only makes sense for us to track all of this information in [00:02:00] here. And then another thing that we also have is a product portal, which is a client facing portal where we communicate anything that is being planned or being released. So each feature that you saw on the roadmap, you can create a portal card with short description explaining what this feature will do and also rename it so it's a little bit more client friendly user-friendly in terms of name so you don't use your internal names and so on.

And this is where this is the portal that we actually give our salespeople to let them know what's coming out and then what's already been released. And also we give this to our customer success team and our customers. So everyone can go in and upvote a feature if they think it's really important.

So if it's in the plan section, they can click to upvote this particular feature and make sure that it gets prioritized. But then we also have things that are in beta, so that gives us a little bit more visibility. It gives our revenue team a little bit more visibility into what we're currently [00:03:00] still, what's currently still in development.

And we're collecting feedback. And then we have the released section where. Whatever is released gets added to that section. We have the, the, the latest release section in there as well as previous releases. So that way the revenue organization and our clients can have understanding of where we are with product at any given point.

And since it's all being tracked in product board. Updating this portal is much easier than updating slides. And so on. So we're working with the product ops team on this. And yeah, this is a great tool and I really love it. And even though it sits into product team it's part of our product marketing tech stack because it's, we are so closely tied at the hip with, with products.

So It's ultimately what we use to track any feature and it's a single source of truth for us. And ever since we implemented it, ha it has been a, a game changer and we don't have to do a lot of chasing anymore. So yeah, I hope this was helpful. And if you use [00:04:00] product board or any other roadmapping software, I hope this gave you some ideas about how you can use it in a product marketing team.