

THE ROLE OF PRODUCT MARKETING IN LAUNCHING GENERATIVE AI SOLUTIONS

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ABSTRACT

The launch of generative AI solutions presents unique challenges and opportunities for businesses. Product marketing plays a pivotal role in ensuring the successful introduction and adoption of these advanced technologies. As generative AI continues to revolutionize industries by enabling systems to produce content, design, and solutions autonomously, aligning product marketing strategies with technical developments is crucial. This paper explores the multifaceted role of product marketing in launching generative AI solutions, with a focus on understanding customer needs, developing value propositions, and crafting targeted messaging. Effective product marketing in this context requires a deep understanding of the AI technology, its capabilities, and the specific pain points it addresses. Moreover, it involves segmenting the market and communicating the potential benefits of generative AI, emphasizing ease of integration and return on investment. Successful product marketing strategies also prioritize education and transparency to ensure that stakeholders understand the technology's implications and limitations. Furthermore, positioning and differentiating generative AI solutions in a crowded market depend heavily on establishing trust and credibility, fostering user engagement, and creating a robust feedback loop. This paper also discusses key metrics for evaluating the success of product marketing campaigns in AI solution launches, examining both short-term adoption and long-term customer retention. In summary, product marketing is essential to navigating the complexities of generative AI launches, transforming complex technological innovations into accessible and valuable solutions for end-users.

KEYWORDS: *Generative AI, Product Marketing, AI Solution Launch, Market Segmentation, Customer Engagement, Value Proposition, AI Adoption, Messaging Strategy, Technology Integration, User Education, Market Differentiation, Customer Retention, AI Product Positioning, AI Technology Adoption.*

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