



From a feature checklist to a story a skeptical engineer would repeat

Just Add+ — Atlassian Marketplace portfolio, Modus Create. A before/after of how the go-to-market function was built from zero and how the product's positioning changed because of it.

Role	Product	Owned channels
First PMM at Modus Create — founding, approx. 11-month tenure	Just Add+ — Atlassian Marketplace apps for Confluence	JustAdd.com + the Marketplace listing

METRICS AT A GLANCE

Go-to-market function	Built from zero — Modus's first PMM	Confirmed
Portfolio engagement	Grew 35%+ over the approx. 11-month tenure	Confirmed
Bestseller badge	Maintained through a full rebrand (pre-existing before arrival)	Confirmed
Cloud Fortified status	Earned during tenure	Confirmed
Active installs / rating	8,600 installs at 4.3 stars	Marketplace listing

SITUATION

The product wasn't the problem — Just Add+ already rendered live, always-current diagrams and Git-synced content inside Confluence, exactly where technical teams live. The problem was belief. The Atlassian Marketplace had become a spec-sheet shouting match, every competitor leading with the same checklist of more diagram types, more formats, more integrations, and skeptical technical buyers had learned to tune all of it out.

I joined Modus Create as its first Product Marketing Manager, with no PMM function in place. Over roughly eleven months, the job was to build that function from zero and use it to make a hard-to-impress technical market trust Just Add+ enough to install it. The single metric the launch targeted was portfolio engagement on the Just Add+ Marketplace presence — listing views and trials converting into active installs — tracked across the tenure.



THE STRATEGIC CALL

Stop competing on the feature list.

Everyone in the category was selling the longest checklist, so the checklist had stopped being an argument. Buyers never said "I want more diagram types" — what they actually described was "my docs lie, and I can't tell which pages to trust." A developer ships a change, the architecture diagram in the wiki still shows last month's system, a new hire learns the wrong model, and once that happens twice every page becomes suspect.

The strategic call was to lead with the one capability that already existed but had been buried as item three on a feature list: **Git sync**. The page updates itself when the source changes. That reframed the pitch from "embed 15+ diagram types" to "documentation that writes itself, always current because it's wired to the source." The work wasn't adding to the product — it was recognizing which thing it already did was the one that mattered, then building the go-to-market around it.

BEFORE — FEATURE-FIRST PITCH

"Embed 15+ diagram types, Markdown, LaTeX, and more inside Confluence."

Accurate, but every competitor said a version of the same thing. It answered "what does it do," not "why should I trust it."

AFTER — TRUST-FIRST PITCH

"Documentation that writes itself — always current because it's wired to the source."

Freshness and trust lead; the 15+ formats become supporting proof, not the headline. One line a skeptical engineer would repeat.

COMPETITIVE FRAMING BUILT FOR THE LAUNCH

CAPABILITY	JUST ADD+	NATIVE CONFLUENCE	DRAW.IO / GLIFFY
Live Git sync	Yes	No	No
15+ diagram types	Yes	No	Partial
Markdown rendering	Yes	No	No
LaTeX / Math	Yes	No	No
OpenAPI / Swagger	Yes	No	No

HOW THE REPOSITION WAS USED

Owned: JustAdd.com and the repositioned Marketplace listing carried the "documentation that writes itself" narrative, audience-specific messaging for four buyer types, and the honest comparison table above — the anchor every other channel routed back to. **Rented:** Marketplace search and category placement, where the problem-first listing had to win a skeptical technical audience on its own. **Borrowed:** Cloud Fortified status, earned during the tenure, gave the enterprise buyer third-party trust the marketing didn't have to manufacture on its own.



THE RESULT

A portfolio that used to describe itself by its feature list now had a story a skeptical engineer could repeat in one line.

- **Built the GTM function from zero** as Modus Create's first Product Marketing Manager — there was no PMM function before this role; there was one at the end of the tenure.
- **Grew portfolio engagement 35%+** over the approx. 11-month tenure — the primary metric the reposition targeted.
- **Maintained the Bestseller badge through a full rebrand.** The badge pre-dated this role; carrying a bestseller-ranked listing through a complete rebrand without losing that standing was the harder move.
- **Earned Cloud Fortified status during the tenure** — Atlassian's higher enterprise-trust bar, translated into a customer-facing security and reliability story.
- **8,600 active installs at a 4.3 rating** on the Marketplace listing — the product's own numbers, not a personal-attribution claim.

"I would instrument the baseline before touching the positioning. The 35%+ engagement lift is real and recorded, but I can't point to the exact pre-launch number it grew from — and a senior launch should be able to. That's the discipline I carry forward: name the metric and its baseline before any asset gets built."

WHAT I'D CHANGE — THE LEARNING

The reposition was right. The measurement rigor around it is what I'd tighten. Capturing a hard baseline on day zero — before any messaging or launch asset ships — is now a non-negotiable step in how I run a launch, because a result that can't be anchored to a starting number reads as marketing about marketing, not proof.

A note on evidence: every figure above is sourced — from the Marketplace listing, from confirmed portfolio outcomes, or from Jerry directly — and nothing here is estimated or invented. Two items (the exact name of a security/auth milestone reached during the tenure, and the absolute pre-launch baseline behind the 35% figure) are flagged internally as open, minor gaps rather than smoothed over with an invented number.

Context and authorship. Written by Jerry Nettles, Founding Product Marketing Manager for Modus Create Product Studio. Credit to the Product and Engineering team that built and shipped the product alongside this go-to-market work — this case study documents the Product Marketing function's contribution, not a solo effort.

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