

PRODUCT MARKETING PLAN TEMPLATE

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PRODUCT ID

PRODUCT NAME

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DATE

AUTHORED BY

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PRODUCT

What problem does your product solve?	
How is your product different from your competitors' offerings?	
How will it benefit your customers?	
What is the unique value of your product?	
What features does it include?	
What extra services, support, or warranties come with the product?	

PRICE

What are the current market conditions?	
What are the current economic conditions?	
How much does it cost to make this product?	
How does your price compare with similar products and competitors?	
What are customers willing to pay for your product?	
Can you offer more than one price point for target markets?	
Can you offer discounts? Coupons? Credit terms?	
What are your fixed costs?	
What profit margin is your goal?	
How do your vendors or distributors affect your pricing?	
How can you test various price points?	

PLACE

How will you get your product into the marketplace?	
Where will customers find your product?	
How will the design of your store or website reflect the product's positioning and value?	
What are the logistics for delivering products to your customers?	
Will you use distributors, or will you sell directly to customers?	
How will you manage inventory?	

PROMOTION

Select your promotion channels: <i>web content, social media, advertising, direct mail, email, mobile marketing, content marketing, sponsorships, other (special pricing, partners, coupons, etc.).</i>	
What content do you need for each channel?	
Who will create the content?	
Who will set and implement the promotion schedule?	
Will you reach out to influencers and analysts to position your product?	

PROCESS

What is the pipeline that delivers the product to your customers?	
Will the process be a service that customers are willing to pay for?	
What did you learn from your last product launch that you can apply to this product?	

PEOPLE

Do you have enough staff to support your product?	
How will you hire and train additional staff?	
How will you decide whether to hire staff or outsource work?	
How will you assign tasks and responsibilities?	
How will you evaluate staff performance for each task and for responsibilities?	

PHYSICAL EVIDENCE

What is the customer experience with your product?	
What is the customer perception of your product?	
How is your product perceived in the marketplace?	
What can enhance the experience?	

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