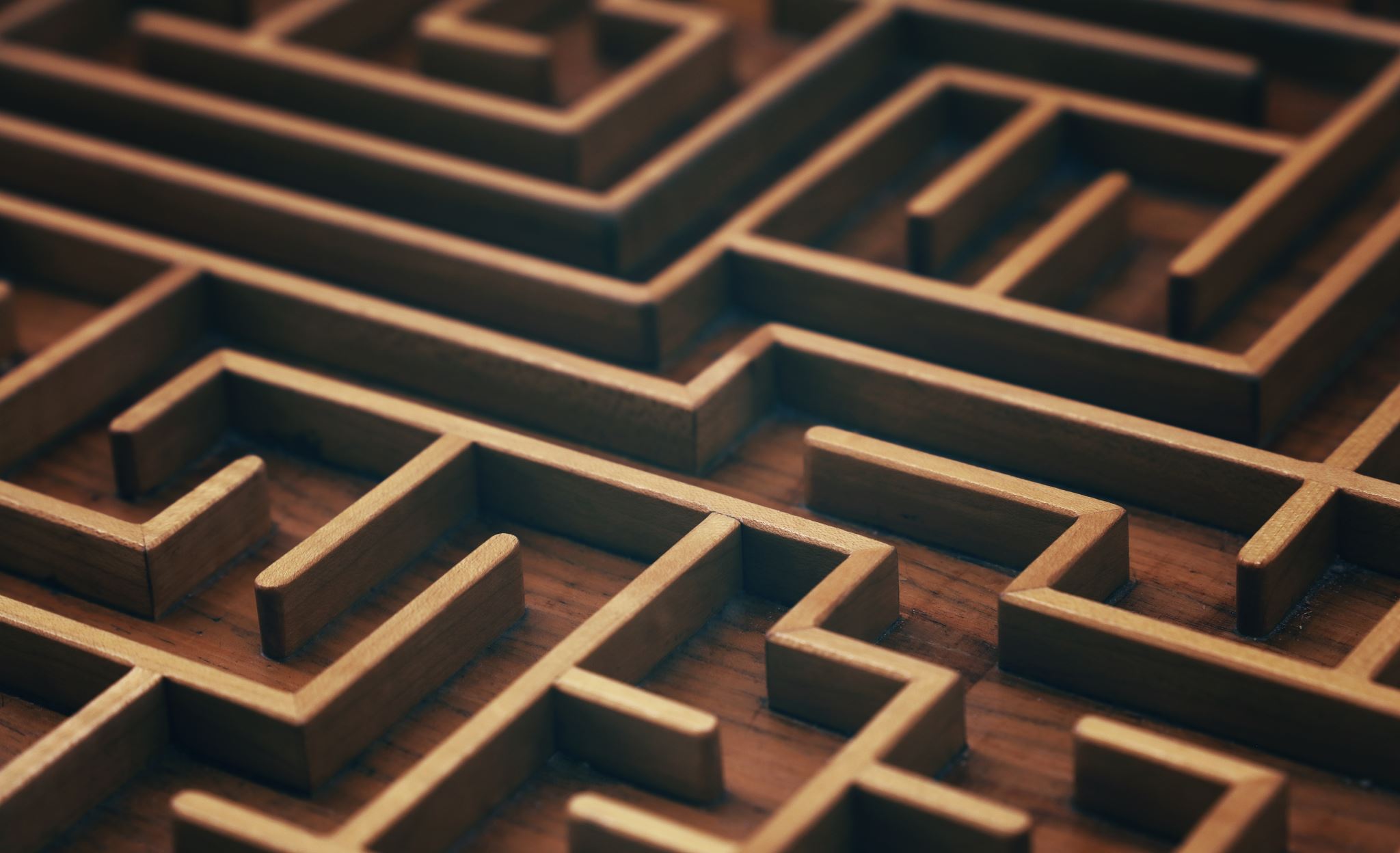
[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12252&utm_source=template-word&utm_medium=content&utm_campaign=Product+Marketing+Proposal-word-12252&lpa=Product+Marketing+Proposal+word+12252)

**Product Marketing   
Proposal Template**

Created By: [Your company Name]

Prepared For: [Client Company Name]

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## Executive Summary

Text



## Product Overview

Text

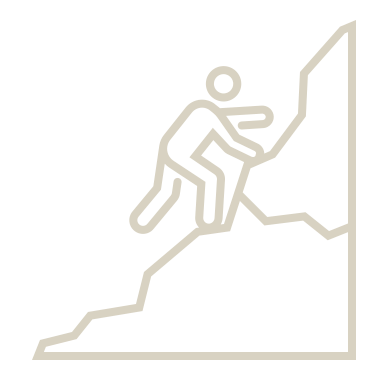
## Market Analysis

Text

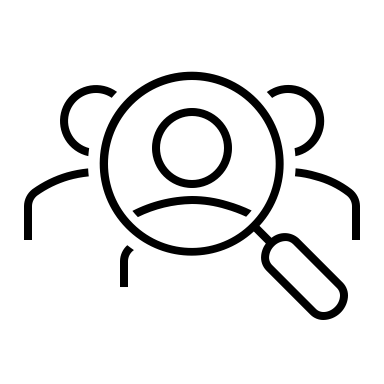
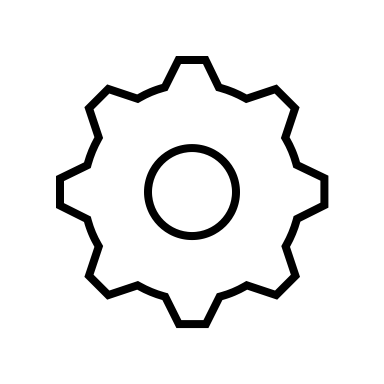
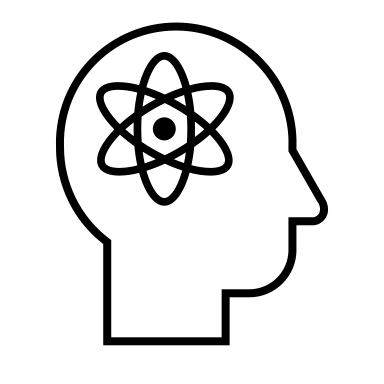
|  |  |  |  |
| --- | --- | --- | --- |
| Feature | Your Product | Competitor A | Competitor B |
| Price |  |  |  |
| Key Differentiator |  |  |  |
| Customer Ratings |  |  |  |
| Market Share |  |  |  |
| Unique Selling Proposition |  |  |  |

## Marketing Objectives

Text



## Product Positioning



Sample Text

Sample Text

Sample Text

Sample Text

Strategy and Tactics

Text

Marketing Channel

Expected Reach

Key Tactics

Primary Goal

|  |  |  |  |
| --- | --- | --- | --- |
| Sample Text | Sample Text | Sample Text | Sample Text |

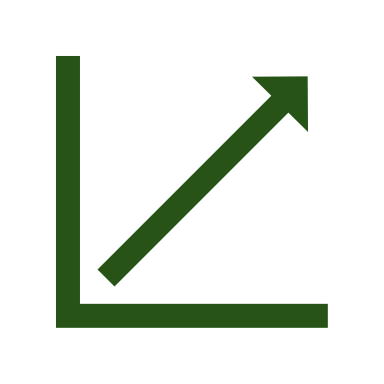
## Go-To-Market Plan

|  |  |  |  |
| --- | --- | --- | --- |
| Phase | Key Activities | Start Date | End Date |
| Pre-Launch Preparation |  |  |  |
| Content Creation |  |  |  |
| Launch |  |  |  |
| Post-Launch Follow-Up |  |  |  |

## Budget Overview

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Expense Category | Description | Cost per Unit | Quantity | Total Cost |
|  |  |  |  | $ |
|  |  |  |  | $ |
|  |  |  |  | $ |
|  |  |  |  | $ |
|  |  |  |  | $ |
| Total Budget |  |  |  | $ |

## Evaluation Plan





KPI

Definition

Target Goal

Measurement Tool

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## About Us

Text



[Name]

**Insert Photo Here**

Text



[Name]

**Insert Photo Here**

Text

Next Steps

|  |
| --- |
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