

# 1 Page Product Marketing Plan Template

## DESIRED OUTCOMES

|                      |                       |             |
|----------------------|-----------------------|-------------|
| Primary Goal         | Quantitative Outcome: | Deadline:   |
| Secondary Objectives | Objective:            | Objective:  |
| Individual OKRs      | Objective:            | Key Result: |
|                      | Objective:            | Key Result: |
|                      | Objective:            | Key Result: |

## TARGET MARKET

|                   |  |
|-------------------|--|
| Target Customers  |  |
| Sub-Segments      |  |
| Target Partners   |  |
| Market Conditions |  |

## VALUE PROPOSITION

|                                           |  |
|-------------------------------------------|--|
| Your Benefits                             |  |
| Your Features                             |  |
| Competitor Benefits                       |  |
| Competitor Features                       |  |
| Positioning (1 or more benefits/features) |  |

## TACTICS

|               |  |
|---------------|--|
| Price         |  |
| Incentives    |  |
| Distribution  |  |
| Communication |  |
| Product       |  |
| Services      |  |
| Brand         |  |

## EXECUTION

|                          |  |
|--------------------------|--|
| Marketing Asset Calendar |  |
| A/B & Multivariate Tests |  |
| Success Measurements     |  |
| Changing Conditions      |  |

