

Product Market Pull Template

This process is all about testing your hypothesis; guessing is fine at the early stages. After some guessing, you'll have some data to inform your decisions.

Audience Segments

Audience Descriptions - Name and describe your Ideal Customer Profiles (ICPs). To test market segments and offers, we need to start with a narrow customer segment and expand to adjacent or similar segments.

Estimate the segment size if you know it, or rank them by segment if available.

Examples:

Audience name	Audience Description	Audience Size (est)
High school Scholarships	High school students looking to find scholarships they are eligible for, and can apply.	
Non-college bound	High school students looking to find career options that do not require degrees.	
Some college	Students in college looking for alternatives to degree-based career paths.	
B2C Parents	Parents of high school students who want to understand options for students seeking scholarships and alternative career paths.	

Value Prop Matrix

What value proposition will rank the highest with which ICP?

- Feature/Benefit
- Pricing
- Intent

Suggestion: use ChatGPT to rewrite your value proposition. Prompt example:

"write an advertising headline for high school students looking for scholarships."

ChatGPT

"Unlock Your Future Today – Discover Thousands of Scholarships Waiting Just for You!"

Value Prop Examples:

Market Segment	Variant A	Variant B
High school Scholarships	Fast & easy - takes minutes to get matched with no essay required.	Explore Options - understand what scholarships are available to you.
Non-college bound	Fastest path to a good wage	Upward mobility - Great career without college
Some college	Fastest path to a good wage	Upward mobility - Great career without college
B2C Parents	Explore Options to a good wage for your kids.	Upward mobility - Great career without college for your kids.

Visuals

What visuals represent your target audience? What are they doing in the visuals? What would you prefer to exclude from the visuals?

Timing

Is there any seasonality in the timing of your offer? Seasonality could be deadline driven or involve holidays. How does your value prop change in the context of timing? Should you include additional ads based on timing?

Segment/Creative Storyboard:

Describe the question you are answering in terms of solution for your ICP. What's the benefit statement? What one thing do you want them to do (that benefits them)?

High school Scholarships - Variant A - Fast & Easy [[Landing Page](#)]

Scene 1	Scene 2	Scene 3	Scene 4
Question: The NSPA reports that as much as \$100 million in scholarships go unclaimed each academic year.	Solution: With Tallo, you can apply for scholarships in as little as five minutes. It's that easy.	Benefit: You could be awarded thousands of dollars in scholarships.	CTA: Apply for scholarships in 5 minutes at Tallo.com
Ad Preview Normal [Watch on Canva] Ad Preview Poppy [Watch on Canva]			

Rank Top Channels:

Here are the five primary ad channels. Given your ICP, where do you think they are hanging out? How do you think we can reach them?

Primary Ad Platform:

- Instagram - Video-based content. Build followers with content. Links in bio via Linktree or similar. No direct CTA from ads. Or to hire influencers to post content.
- TikTok Video-based content. Build followers with content. Links in bio via Linktree or similar. No direct CTA from ads. Or to hire influencers to post content.
- Facebook - Video or display ads. You can target by demographics
- Google - Intent-based display ads.
- LinkedIn - B2B-focused display ads that can be targeted on job titles and company size.
- YouTube? - Bumper ads on video content.

Survey Tools

- [Prolific](#) - allows you to survey likely customer profiles. Paid per completed survey

Retargeting Platform:

All of these platforms allow you to re-target potential customers based on placing an original cookie on their browser at time of first visit.

- AdRoll
- Google
- Facebook
- LinkedIn