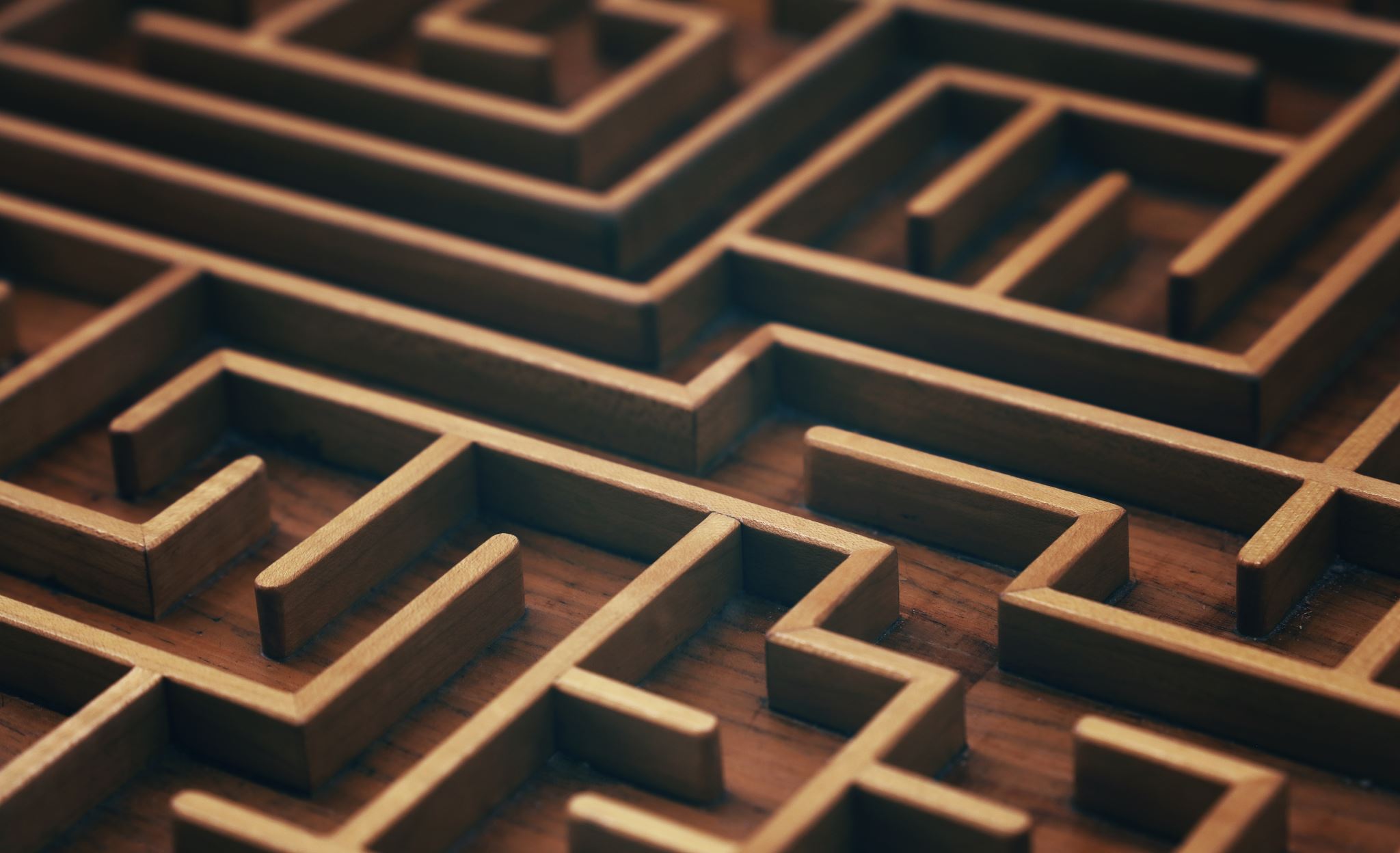
[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12284&utm_source=template-word&utm_medium=content&utm_campaign=Product+Marketing+Proposal-word-12284&lpa=Product+Marketing+Proposal+word+12284)

**Product Marketing   
Proposal Template**

Created By: [Your company Name]

Prepared For: [Client Company Name]

Table of Contents

[Executive Summary 3](#_Toc182076546)

[Product Overview 4](#_Toc182076547)

[Market Analysis 4](#_Toc182076548)

[Marketing Objectives 5](#_Toc182076549)

[Product Positioning 5](#_Toc182076550)

[Strategy and Tactics 6](#_Toc182076551)

[Go-To-Market Plan 7](#_Toc182076552)

[Budget Overview 8](#_Toc182076553)

[Evaluation Plan 8](#_Toc182076554)

[About Us 9](#_Toc182076555)

## Executive Summary

Text



## Product Overview

Text

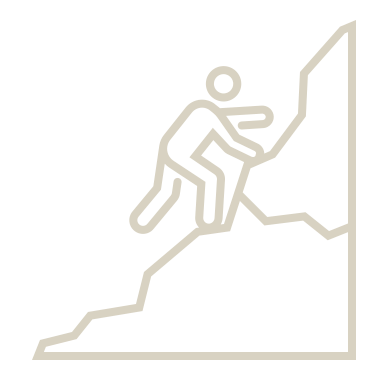
## Market Analysis

Text

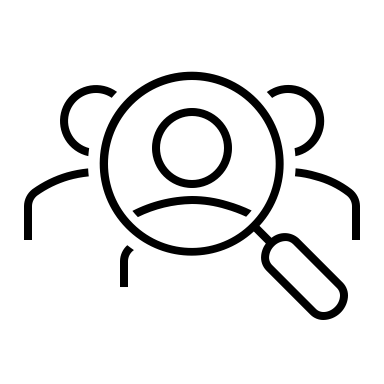
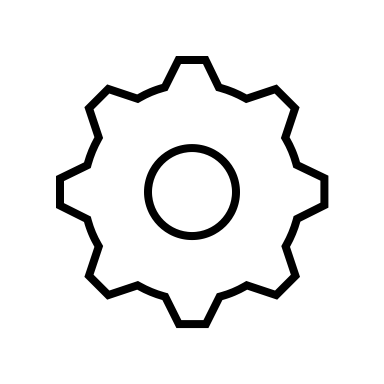
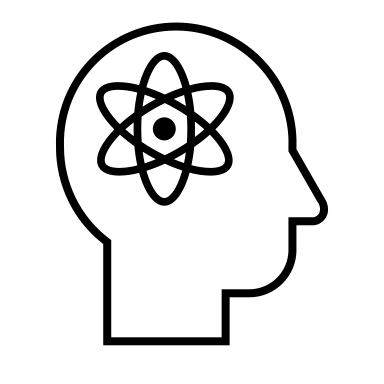
|  |  |  |  |
| --- | --- | --- | --- |
| Feature | Your Product | Competitor A | Competitor B |
| Price |  |  |  |
| Key Differentiator |  |  |  |
| Customer Ratings |  |  |  |
| Market Share |  |  |  |
| Unique Selling Proposition |  |  |  |

## 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 |

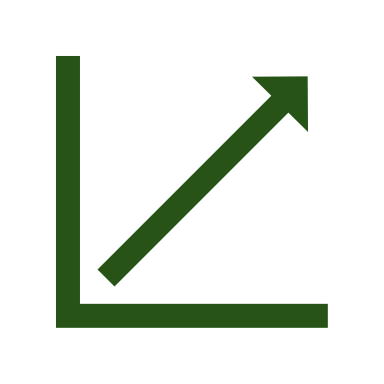
## Go-To-Market Plan

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

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |