

# Marketing plan

Driver	Approver	Contributors	Informed	Status

## Objective

Provide context on this project and explain how it fits into your organization's strategic goals. Include the hypothesis that's driving your work ("We think X will do Y, and we'll know we've succeeded if Z").

## Goals

Goal	Metrics
e.g., Expand to new market	e.g., Increase signups from new market by 10%

## Target market

Include key details about your target audience such as job function, industry, and location. If you've built personas or user stories, link to them here.

## Competitive analysis

Add information about your top competitors, including key differentiators, messaging strategies, tag lines, and feature comparisons

### Competitor 1

Add competitor analysis here

### Competitor 2

Add competitor analysis here

### Competitor 3

Add competitor analysis here

## SWOT Analysis

List your product or company's strengths, weaknesses, opportunities, and threats in the table below

<b>Strengths</b>	<b>Opportunities</b>
•	•
<b>Weaknesses</b>	<b>Threats</b>
•	•

## Messaging & positioning

### Product description

Write a short description of your product

### Short positioning statement

Write a short (~25 words) positioning statement

### Detailed positioning statement

Write a detailed (100 words or less) positioning statement

Top-line message	Value pillar 1	Value pillar 2	Value pillar 3
Product promise	Write a short paragraph on how your product delivers on this value pillar		
Customer pain points	Describe how this value pillar solves these pain points		
Product proof points	Explain how specific product features support this value pillar		

## Programs

Program	Quarter/Year	Owner	Dependencies	Notes
	e.g., Q4 2018			

## Budget

### Total:

Quarter/Year	Program	Budget allocations	Details
e.g., Q4 2018		e.g., \$60,000	Explain how you'll use the budget

## Risks

Risks	Risk impact	Notes
List risks of executing on this marketing plan		