

# PRODUCT MARKETING PLAN

## Describe the Market Niche

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## Demographics/Persona/Avatar

Age Group	Gender	Annual Income	Family Status	Location
Social Media	Associations	Publications	Events	Leisure Activities

## Problems in this Market

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## Solutions to the Problems

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## What level of experience will be required?

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## Market Research

Google "Keyword Tool"

Keyword Phrase	Monthly Search Volume	Keyword Phrase	Monthly Search Volume

Market Leader	Website	Contact Info	Product	Price	JV?

**Top Bloggers in Niche**

**Top Forums in Niche**

# PRODUCT MARKETING PLAN

## Product Backend Planning

### Marketing Funnel



Notes:

#### Product Status

Product Launch Date:

# PRODUCT MARKETING PLAN

## Marketing Messaging

What would my prospects need to believe that would make buying what I'm offering a no brainer?

Why wouldn't my prospects buy what I'm offering?

Why do my prospects need to buy right now?

I/We help \_\_\_\_\_ achieve/do/to \_\_\_\_\_

So they can \_\_\_\_\_ without \_\_\_\_\_

## SWOT Analysis

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

## Digital Marketing Channels

Check your Promotion Methods

SEO	PPC	Blog	Articles	Forums	Affiliates
Link Bait	CPA	Ad Networks	Solo Ads	Facebook	LinkedIn
Twitter	Pinterest	Web 2.0	Listing	Email	Youtube
Classified	Amazon	EBay	Direct	Magazine	Call
Other		Opportunity	<input type="text"/>	Monthly Marketing	<input type="text"/>