

PRODUCT MARKETING BRIEF TEMPLATE

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PRODUCT ID	PRODUCT NAME	COMPILED BY	DATE

COMPANY BACKGROUND • PRODUCT • MARKET OPPORTUNITIES • TARGET MARKET • GOALS • RISKS • ROADMAP • REQUIREMENTS • ASSESSMENT • BUDGET

COMPANY BACKGROUND

Summarize your company's mission and how this product fits in that vision. Describe how this product supports your business goals.

PRODUCT

Outline the functions and features of your product so everyone has an understanding of what you are developing and why.

MARKET OPPORTUNITIES

Summarize the findings of your competitive analysis and how this product addresses the gaps in the marketplace.

TARGET MARKET

Summarize the demographic, psychographic, and behavioral data. Describe your buyer personas and why you think this product solves their problem.

GOALS

What are the ways you will measure the success of the product.

RISKS

What could go wrong? How can you anticipate points of failure?

ROADMAP

What is the schedule for deliverables? Who is responsible for creating the deliverables? When will reviews and updates occur? Who will monitor the schedule and enforce (or adjust) as needed?

REQUIREMENTS

What "must be" included in the product and the promotion? Who needs to sign off on key deliverables?

ASSESSMENT

How will you track your goals and when will you report back? What do you hope to learn about your audience, your product, your business?

BUDGET

How much will the product marketing cost? What are the estimated hard costs as well as soft costs? How will you allocate resources?

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