Business Goals

Plans and Pricing

Billing Model

Cost Payment

Go-To-Market Strategy Template Product Market Fit Competitors Analysis

Value to Customer

General Information

Company Name: Industry: Vision:

Misaligned messaging

Product market fit

The customer is unaware how the product can help them

Bad fit

|  |  |  |
| --- | --- | --- |
| Competitor’s Name | Competitor's Weakness | Competitor's Strength |
|  |  |  |

Customer Understanding

Benefit Statement

What issue does your product address?

How does it approach problem-solving differently than other products on the market?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Campaign Type | Project Goals | Target Audience | Response | Cost |
|  |  |  |  | Projected | Actual |
| Content Marketing |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Social Media |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| PR |  |  |  |  |  |
|  |  |  |  |  |  |
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