

# PRODUCT MARKETING STRATEGY TEMPLATE



PRODUCT ID	PRODUCT NAME	COMPILED BY	DATE

— VISION —

— INSIGHTS —

COMPETITORS • CUSTOMER DEMOGRAPHICS & PSYCHOGRAPHICS • CUSTOMER BEHAVIOR MARKET POSITION • PROCESS • PEOPLE • PHYSICAL EVIDENCE

— GOALS & INITIATIVES —

## VISION

What is your company's vision statement?

What does your company stand for?

How does this statement provide inspiration for your product?

How does this product fulfill the vision?

How does this product connect to your audience?

# INSIGHTS

## COMPETITORS

Identify your top three competitors. Answer the following questions for each.

### COMPETITOR 1

What products are similar to yours?

How is your product different from their product?

How does the value of their product compare with yours?

What are the potential threats to your business from this competitor?

Who are their customers?  
*(Consider demographic data as well as behavior and economic data)*

How do their customers compare with your customers?

What percentage of the market do they hold?

### COMPETITOR 2

What products are similar to yours?

How is your product different from their product?

How does the value of their product compare with yours?

What are the potential threats to your business from this competitor?

Who are their customers?  
*(Consider demographic data as well as behavior and economic data)*

How do their customers compare with your customers?

What percentage of the market do they hold?

### COMPETITOR 3

What products are similar to yours?

How is your product different from their product?

How does the value of their product compare with yours?

What are the potential threats to your business from this competitor?

Who are their customers?  
*(Consider demographic data as well as behavior and economic data)*

How do their customers compare with your customers?

What percentage of the market do they hold?

## CUSTOMER DEMOGRAPHICS & PSYCHOGRAPHICS

What are the key demographics of your customers? (Consider age, geographic region, occupation, income, household size, education level)

What are the key psychographics of your customers? (Consider values, beliefs, hobbies, attitudes and interests)

## CUSTOMER BEHAVIOR

What products do your customers buy?

How often do they purchase your products?

What is the percentage of new vs. returning customers?

Who are your best customers?

What are the key factors that they consider when buying your product? Price? Quality? Research and recommendations?

What is the feature your customers want?

What do your customers need?

## MARKET POSITION

What is the potential profit in the market?

Are similar products already on the market?

Who is the target audience for your product?

How does it meet the needs of your customers?

What problem does your product solve?

What is the primary benefit of your product?

## GOALS & INITIATIVES

What are your goals for revenue growth?

What are your goals for market share growth?

How often will you measure your goals?

When do you expect to meet your goals?

How do these align with your company's vision?

How do these support your company's strategic plan?