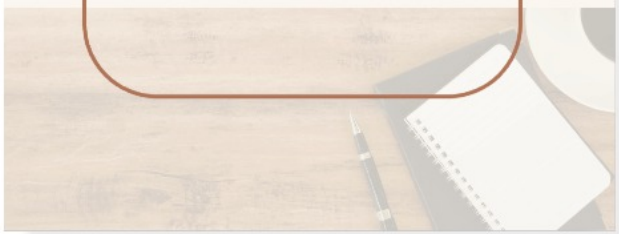
Google Docs Product Marketing Proposal Template

Executive Summary

Text



Marketing Objectives



Text

Product Positioning

- Sample Text
- Sample Text
- Sample Text
- Sample Text

Product Overview

Text

Market Analysis

Text

Feature	Your Product	Competitor A	Competitor B
Price			
Key Differentiator			
Customer Ratings			
Market Share			
Unique Selling Proposition			

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Go-To-Market Plan

Phase	Key Activities	Start Date	End Date
Pre-Launch Preparation			
Content Creation			
Launch			
Post-Launch Follow-Up			

Budget Overview

Expense Category	Description	Cost per Unit	Quantity	Total Cost
				$
				$
				$
				$
				$
Total Budget				$

Evaluation Plan

KPI	Definition	Target Goal	Measurement Tool

Strategy and Tactics

Text

Marketing Channel	Primary Goal	Key Tactics	Expected Reach
Sample Text	Sample Text	Sample Text	Sample Text