**Profle title**

| **Driver** | @ mention the driver |
| --- | --- |
| **Approver** | @ mention the approver |
| **Contributors** | @ mention team members |
| **Informed** |  |
| **Status** |  |

Add an executive summary that highlights the key points, dates and deliverables.

**:dart:​​ Objective**

Provide context on this project and explain how it fits into your organization's strategic goals. Include the hypothesis that's driving your work ("We think X will do Y, and we'll know we've succeeded if Z").

## Goals

| **Goal** | **Metric** |
| --- | --- |
| e.g., Expand to new market | e.g., Increase signups from new market by 10% |
|  |  |

## :chart_with_upwards_trend:​​ Target market

Include key details about your target audience such as job function, industry, and location. If you've built personas or user stories, link to them here.

## Competitive analysis

Add information about your top competitors, including key differentiators, messaging strategies, tag lines, and feature comparisons.

| **Competitor 1** | **Competitor 2** | **Competitor 3** |
| --- | --- | --- |
| Add competitor analysis here | Add competitor analysis here | Add competitor analysis here |
| SWOT analysis List your product or company's strengths, weaknesses, opportunities, and threats in the table below.   | **Strength** | **Opportunities** | | --- | --- | |  |  | | **Weaknesses** | **Threats** | |  |  |  :speech_balloon:​ Messaging & positioning​ **Product description** Write a short description of your product  **Short positioning statement** Write a short (~25 words) positioning statement  **Detailed positioning statement**  Write a detailed (100 words or less) positioning statement   | **Top-Line message** | **Product promise** | **Customer pain points** | **Product proof points** | | --- | --- | --- | --- | | Value pillar 1 | Write a short paragraph on how your product delivers on this value pillar |  |  | | Value pillar 2 | Describe how this value pillar solves these pain points |  |  | | Value pillar 3 | Explain how specific product features support this value pillar |  |  | |  |  |
|  |  |  |

## Timeline

Use the roadmap planner (/roadmap) to help your team stay on track. To edit workstreams or dates, select the placeholder below and tap the pencil icon.

## Programs

| **Program** | **Quarter/Year** | **Owner** | **Dependencies** | **Notes** |
| --- | --- | --- | --- | --- |
|  | e.g., Q4 2018 |  |  |  |
|  |  |  |  |  |

## Budget

**Total:**

| **Quarter/Year** | **Program** | **Budget Allocation** | **Details** |
| --- | --- | --- | --- |
| Quarter/Year |  | e.g.,$60,000 | Explain how you'll use the budget |
|  |  |  |  |

## Risks

| **Risks** | **Risk impact** | **Notes** |
| --- | --- | --- |
| List risks of executing on this marketing plan | MEDIUM |  |
|  |  |  |