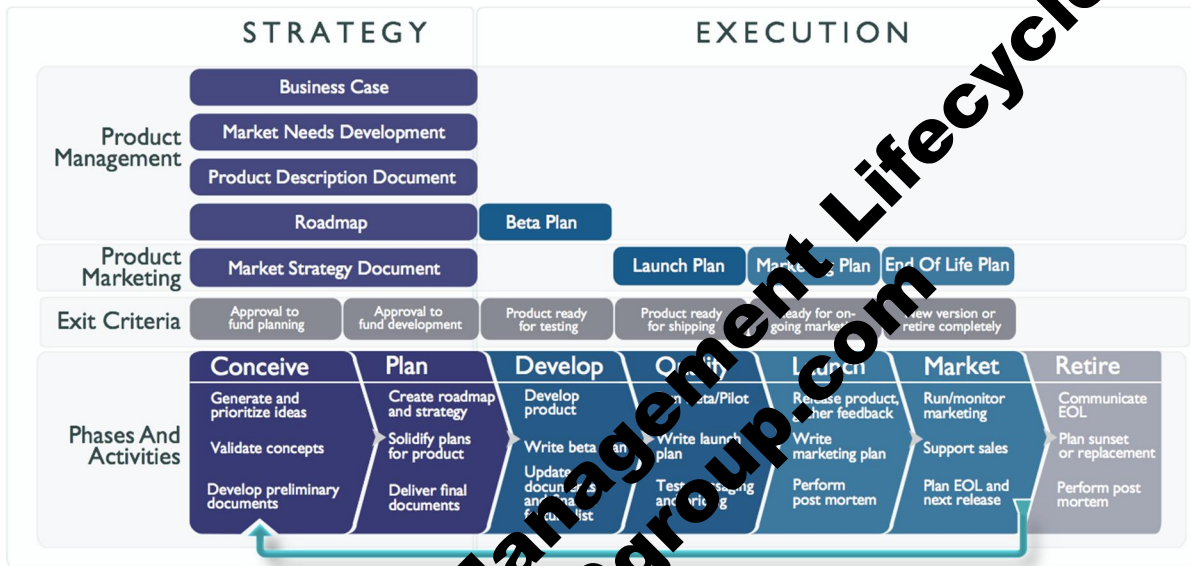


<Project Name>

Marketing Plan

280 Group Optimal Product Process™



Optimal Product Process: 280 Group
Conceive to Retire: AIPMM Product Management Body of Knowledge (ProdBOK) | Version 1.0

This template is part of the Product LifeCycle Toolkit™ from the 280 Group.

The 280 Group helps companies deliver products that delight their customers and produce massive profits™. They offer Product Management and Product Marketing consulting, contracts, training, certifications, books and templates.



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How to Use This Document

Notes appear in this style are to assist the writer. These notes can be deleted from the final document.

The tag <body> is used as a placeholder for entering text. These are to be replaced with the actual content of your document.

If a specific section or requirement category isn't applicable to your project, it should still be included in the final document. Use the notation 'N/A' (not applicable) and possibly a brief reason why the section isn't needed. If needed, add sections to cover issues specific to your company and product, following the style in this document. You may wish to record your assumptions and references in the last section of this document as you write it.

Principles of Optimal Product Process

- Avoid duplication
 - Best content container
 - Different stages, authors, purpose
- Maintain history throughout Product Life Cycle
 - Revise one document, and only when necessary
- Works in Waterfall and Agile organizations
- Separate strategy from execution
 - Ensures you have everything important to product's success
- Document is not a goal
 - How much/little you include is heavily dependent on situation
 - Each document could be as short as a dozen pages

Purpose of this document

This document contains the main components of a comprehensive marketing plan. It is meant to give the company and key stakeholders context and direction for what ultimately results in a marketing program mix, budget, and timeline. It is also to gain buy in on key success metrics and the resources required to achieve marketing success. It should leverage information from the Business Case and Marketing Strategy documents.

Bottom line – you are asking management to invest in your marketing plan

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Sample from Product Management Lifecycle Toolkit
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