

Product Launch Marketing Proposal Template

1. Executive Summary

2. Product Overview

Product Name:

Key Features:

3. Target Audience

4. Unique Selling Proposition (USP)

5. Objectives & KPIs

• Objective 1:

• Objective 2:

KPIs:

6. Marketing Strategies

• Digital Campaigns:

• Influencer Marketing:

• Content Creation:

• PR & Events:

7. Timeline

8. Budget Summary

9. Team & Responsibilities

10. Measurement & Evaluation
