

HIT THE MARKET RUNNING - Table of Contents

Chapter 1 – Marketing Strategy

Timeline
Market Analysis
Market Sizing and Segmentation

Appendices

Brainstorming Worksheet
Application Scenario Worksheet

Chapter 2 – Product and Positioning

Product Feature Set
Product Positioning

Synopsis Template
Product Positioning Template
MRD Template

Chapter 3 – Pricing and Launch Planning

Pricing Strategies
Beta Testing
Preparing for Launch

Pricing Worksheet
Beta Welcome Letter
Beta Test Plan Outline
Launch Plan Outline
Detailed Launch Plan

Chapter 4 – Early Marketing Tactics

Marketing Communication Objectives
Sales Cycle and Lead Calculator
Collateral Materials
Website
Public Relations

Lead Calculator
Sample Datasheet
Case Study Questionnaire
PR Planning Brief
Press Release Template
Direct Marketing Checklist

Chapter 5 – Sales and Marketing

Sales Training
Sales Guides
Product Launch
Managing Change

Sales Guide Outline
Press Tour Guidebook
Press Tour Timeline

Chapter 6 – Planning and Budgeting

Planning Sessions
Marketing Plan
MarCom Budgeting
Product Marketing Budgeting

Marketing Plan Outline
Marketing Schedule
Budget Guidelines

