

# MARKETING PLAN CHECKLIST FOR LAUNCHING A NEW PRODUCT

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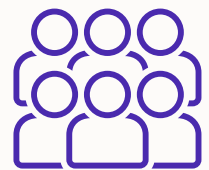
## 1. Set SMART goals

- What is my marketing goal?
- How will I measure success?
- Is my goal SMART? (**S**pecific, **m**easurable, **a**ttainable, **r**elevant, and **t**ime-bound)



## 2. Define your target audience

- Who is my target audience?
- What are their goals, obstacles, values, and pain points?



## 3. Establish your unique selling proposition (USP)

- What problem am I solving with my product or service?
- What makes my product different from my competitors'?
- How can I communicate my USP in my audience's language?



## 4. Determine your marketing budget

- Do I need to hire any freelancers or outsource any work?
- What paid software and tools do I need?



## 5. Choose your marketing channels

- Where can I reach my target audience?
- How many channels do I have the time and budget to handle?



## 6. Track your results and keep iterating

- Did I meet my goals?
- What worked well?
- What can I improve on or test out for next time?

