

## Product Marketing Toolkit Menu

The Product Marketing Toolkit includes 15 tools and is focused on product marketing which deals with marketing products to customers and prospects, and others. These tools will help you launch new products into the marketplace. Also included are tools more generally associated with product management, the process of analyzing status of existing products and developing new products. These tools are suitable for both B2B and B2C products. The toolkit includes HTML and Flash tools as well as Word, Excel, and project management templates created with Gantt Project an open source project management software package that is available for Java, Windows, iOS and Linux platforms. The GANTT chart templates can be opened with Microsoft Project or you will need a version of Gantt Project freeware which you can download at [www.ganttproject.biz](http://www.ganttproject.biz).

**Instructions:** Click the hyperlinks next to the tool description to launch a tool. If you select the HTML version, it will open in your default browser. Selecting the Excel, Word or Gantt Projects versions will open it in that application or give you a choice to open the file with one of those applications.

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### Table of Tools

Name	Description	Versions
<b>Product Marketing &amp; Management Tools</b>		<a href="#">Back to Top</a>
Product Life Cycle Assessment Tool	Use the Product Life-cycle (PLC) Assessment Tool to help you quickly assess key characteristics of a product's life-cycle, which stage it is in, and produce marketing objectives and strategies for that stage.	<a href="#">HTML</a> <a href="#">Excel</a>
New Product Idea Screening Tool	Use The New Product Idea Screening Tool as an aid in the screening process for rating new product ideas, to help you spot good ideas and drop poor ones early in the process to keep product development costs down and speed product concept development.	<a href="#">HTML</a> <a href="#">Excel</a>
New Product Launch Plan	Use this template to layout every aspect of your marketing program and activities for launching a new product. The template can be used for both business-to-business or business-to-consumer product launches.	<a href="#">Word</a>
New Product Marketing Plan Project Template	Use this Gantt Chart template to layout your plans for a new product launch marketing plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. <b>Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.</b>	<a href="#">Gantt Project</a>
New Product Launch Plan Calendar Budget Template & GANTT Chart	Use this Excel Gantt Chart and budget template to layout your new product development and marketing campaign launch plans budget and also track marketing expense. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. This template runs in Excel.	<a href="#">Excel</a>
New Product Launch Plan Project Template	Use this Gantt Chart template to layout your new product channel and communications launch plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. <b>Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.</b>	<a href="#">Gantt Project</a>
New Product Launch Plan Calendar Template	Use this template to layout every aspect of your marketing communications programs and activities for launching a new product. The template can be used for both business-to-business or business-to-consumer product launches.	<a href="#">HTML</a> <a href="#">Excel</a>
Post Launch Product Evaluation Project	Use this Gantt Chart template to layout your post new product launch	<a href="#">Gantt Project</a>

Template

follow-up plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. **Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.**

## Competitive Analysis Tools

Marketing Performance Evaluator Tool	Use this tool to score your organization's performance on each of twenty-five key marketing activities and assess their level of importance in achieving its overall goals.	<a href="#">HTML</a>	
Company Competitive Situation Analysis Tool	Use this tool to quickly assess your organization's competitive position and determine the major issues or problems you must address to improve the competitive position of your organization.	<a href="#">HTML</a>	<a href="#">Word</a>
Competitive Analysis Tool	The Competitive Analysis Tool is a comprehensive (61 questions) assessment of your organization and your competitors in the areas of management, finance, sales and marketing, distribution, product and pricing, quality, support and service.	<a href="#">HTML</a>	<a href="#">Excel</a>
Competitive Positioning Mapping Tool	Use the competitive positioning mapping tool to help you compare your capabilities against those of five competitors based on customer buying criteria. You can compare up to 10 different criteria.	<a href="#">HTML</a>	<a href="#">Excel</a>
Competitive SWOT Analysis Tool	Use this tool to conduct a comprehensive S.W.O.T. (strengths, weaknesses, opportunities, and threats). It will enable you to assess your organization's internal and external market facing strengths and weaknesses, and comparing them to those of your competitors.	<a href="#">HTML</a>	<a href="#">Excel</a>
Competitive Continuum Charting Tool	Use this competitive continuum tool to give you a quick visual representation of where your business ranks versus your competition. Where is your business located on this continuum? How does your business rank in these areas?	<a href="#">HTML</a>	<a href="#">Excel</a>
Competitive Radar Tool	The Competitive Radar tool enables you to compare your organization's and up to four of your competitor's performance in ten key categories. The table and chart that are produced will give you an idea of where there are gaps in your competitors' market strengths as they relate to your company's own strengths.	<a href="#">HTML</a> <a href="#">Flash</a>	<a href="#">Excel</a>

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