

Statement of work for product marketing consultants

Project summary

Provide a high-level overview of the project. Identify the client and the consultant. Clarify the nature of the engagement – whether it's a fixed-term project, a retainer-based service, or a one-time strategic initiative.

Example:

This Statement of Work (SOW) outlines the consulting services to be provided by [Consultant Name] for [Client Name]. The consultant will deliver strategic and tactical product marketing support, including but not limited to refining positioning and messaging, developing a GTM strategy, and creating competitive analysis reports.

Project objectives

Describe why the project is being undertaken and the intended outcomes.

Example:

The objective of this engagement is to enhance [Client Name]'s product marketing efforts by:

- Refining product positioning and messaging to better resonate with target audiences
 - Developing a go-to-market (GTM) strategy for upcoming product launches
 - Conducting a competitive analysis to inform strategic differentiation
 - Creating sales enablement materials to improve conversion rates
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Scope of work

Outline the specific services included in the engagement.

Example:

The consultant will be responsible for the following tasks:

- Conducting stakeholder interviews to gather insights
- Performing market research and competitive analysis
- Crafting and refining value propositions and messaging frameworks
- Developing a GTM plan, including target personas, channels, and key milestones
- Creating product positioning and sales enablement collateral
- Supporting product launch planning and execution

Project phases and tasks

Break the project into logical phases with key deliverables.

Example:

Phase 1: Research and discovery

- Conduct internal and external stakeholder interviews
- Analyze customer insights and market data
- Perform competitive analysis and identify positioning gaps

Phase 2: Strategy development

- Define and refine positioning and messaging frameworks
- Develop a GTM strategy and roadmap
- Identify key marketing channels and tactics

Phase 3: Execution and enablement

- Develop sales enablement materials (e.g., battlecards, pitch decks)
 - Support marketing campaign development aligned with the GTM strategy
 - Provide recommendations for tracking and measuring success
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Location of work

Specify whether the work will be remote, on-site, or hybrid.

Example:

The consultant will primarily work remotely, with in-person strategy meetings as needed at the client's headquarters in [Location]. Virtual check-ins will be scheduled bi-weekly.

Project schedule

Provide a timeline with key milestones.

Example:

- Kickoff meeting: Week 1
- Research & discovery complete: Week 4
- GTM strategy & messaging framework finalized: Week 8
- Sales enablement assets delivered: Week 10
- Project wrap-up & recommendations: Week 12

Deliverables

List all expected deliverables.

Example:

- Competitive analysis report
 - Messaging and positioning framework
 - GTM strategy document
 - Buyer personas and ideal customer profile (ICP)
 - Sales enablement assets (e.g., pitch decks, battlecards)
 - Marketing campaign recommendations
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Payment terms

Specify pricing structure – hourly, project-based, or retainer.

Example:

- Total project cost: \$XX,XXX
- 50% payment upon contract signing, 50% upon final deliverable submission
- Additional work outside of scope will be billed at \$XXX/hour

Project completion criteria

Define what constitutes successful project completion.

Example:

The project will be considered complete when all listed deliverables are provided to the client, and a final project review meeting has been conducted.

Additional project requirements

List any necessary tools, software access, or special requirements.

Example:

The consultant will require access to the following tools:

- Customer research data and survey results
- CRM (e.g., HubSpot, Salesforce)
- Marketing automation platform (e.g., Marketo, Pardot)

Revisions and change requests

Specify how revisions will be handled, including the number of allowed revisions before additional charges apply.

Example:

The client is entitled to **two rounds of revisions** on deliverables, provided that feedback is given within five business days of delivery. Additional revisions beyond the agreed scope will be billed at an hourly rate of \$XXX.

Legal terms

Include key legal protections such as confidentiality, intellectual property, and liability clauses.

Example:

Confidentiality

Both parties agree to keep all proprietary or sensitive information confidential and not disclose it to third parties without prior written consent.

Intellectual property

Any materials, reports, or strategies developed by the consultant shall be considered **work-for-hire** and will be owned by the client upon full payment. However, the consultant retains the right to use general methodologies and knowledge gained for future projects.

Liability limitation

The consultant shall not be liable for any indirect, incidental, or consequential damages arising from the use of the deliverables. The total liability of the consultant shall not exceed the fees paid under this agreement.

Termination

Either party may terminate this agreement with **[X] days' written notice**. The client agrees to compensate the consultant for all work completed up to the termination date.

Agreement	
Client name	
Signature	
Date	
Consultant name	
Signature	
Date	