

AI PRODUCT MARKETING MANAGER

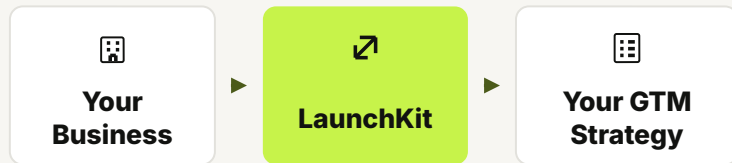
LaunchKit

Learn how to use it

Product education walkthrough

Turn business context into a GTM plan

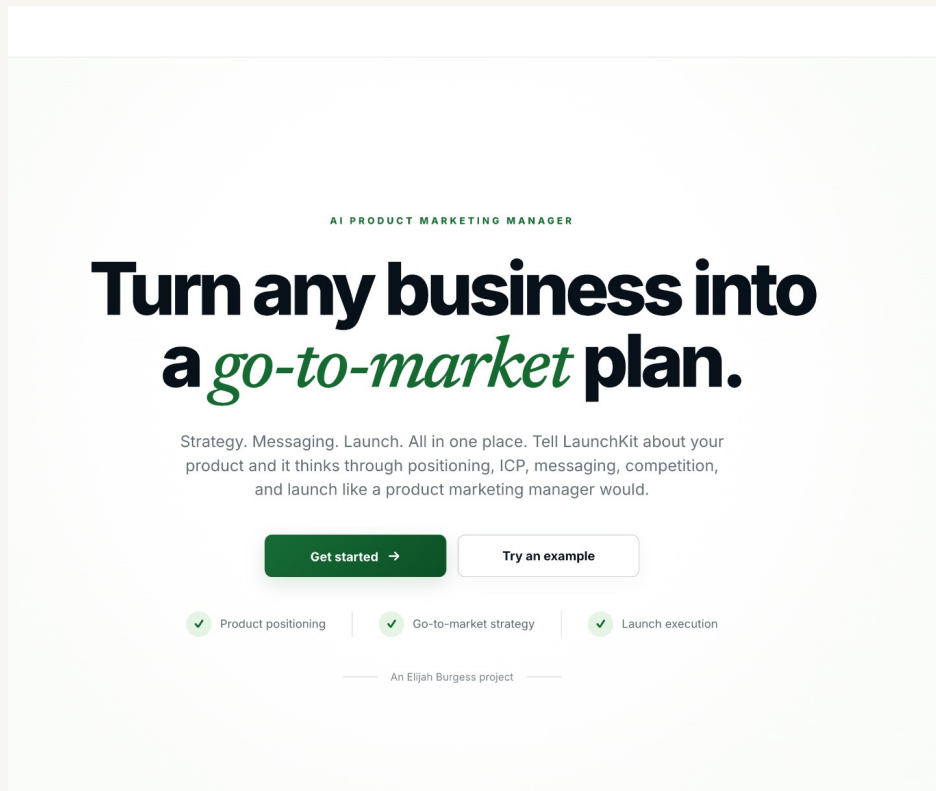
LaunchKit helps turn what you know about your business into positioning, messaging, launch strategy, and sales-ready outputs.



ICP • Positioning • Messaging • Launch • Sales

You don't need to know how to prompt AI.
LaunchKit guides you through the process.

THE PRODUCT



AI PRODUCT MARKETING MANAGER

Turn any business into a *go-to-market* plan.

Strategy. Messaging. Launch. All in one place. Tell LaunchKit about your product and it thinks through positioning, ICP, messaging, competition, and launch like a product marketing manager would.

[Get started →](#) [Try an example](#)

- ✓ Product positioning
- ✓ Go-to-market strategy
- ✓ Launch execution

— An Elijah Burgess project —

Step 1: Tell LaunchKit what you're building

LaunchKit works best when you give it clear business context.

1 Explain the product

What are you building?

01 — PRODUCT

First, tell us about the product.

Give LaunchKit the basics. We'll figure out the strategy later.

Business / Product Name

Spotify Launchpad

Website optional

spotify.com/artists

What does the product do?

A hypothetical release-planning and marketing workspace inside Spotify for Artists that helps independent musicians turn an upcoming song, EP, or album into a structured launch campaign. Artists can organize their release timeline, integrated into Spotify's ecosystem, and connect with other artists in the ecosystem.

Continue →

Try an example →

Explore LaunchKit with a hypothetical Spotify product.

2 Define the customer

Who is it for and what problem do they have?

02 — CUSTOMER

Who is this for?

Help us understand who needs this and why.

Target Audience

Independent and emerging artists who release music themselves or work with v

What problem does it solve?

Independent artists often understand how to make music but struggle with what to do before, during, and after a release. Promotion gets scattered across notes, spreadsheets, social platforms, distributor dashboards, email, and guesswork, making it difficult to see a coordinated release strategy.

Why would someone choose this product? optional

Unlike generic project-management or social-planning tools, Spotify Launchpad would organize the marketing workflow around the music release itself and connect that planning experience to the broader Spotify for Artists ecosystem.

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3 Add the goal

What are you trying to achieve?

03 — MARKET

Now, give us some market context.

Last step. Tell us what you're competing against and where you want to go.

Competitors optional

Notion, spreadsheets, music marketing agencies, distributor dashboards, social

What's the primary business goal?

Acquire Customers

Launch a Product

Increase Adoption

Enter a New Market

Improve Positioning

Other

Additional Context optional

This is a hypothetical Spotify product concept created only as a LaunchKit demo. The product should feel extremely simple for artists who have never studied marketing. The goal is to help artists prepare for a release, reach the right audience, maximize opportunities, and learn what worked and what didn't.

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Build My Strategy →

• Better context leads to better strategy.

Step 2: Give AI something useful to work with

WEAK

We make software for businesses.

BETTER

We help small event organizers sell tickets, manage attendees, and check guests in without needing multiple tools.

Be specific about the customer

Avoid saying "everyone."

Explain the real problem

Describe what makes the user's job difficult today.

Add useful context

Competitors, goals, differentiation, and business stage all help.

LaunchKit can organize the strategy, but the quality of the starting context still matters.

FOCUS ON THREE FIELDS

1 Customer

2 Problem

3 Context

Example: Spotify Launchpad Hypothetical concept — not affiliated with Spotify.

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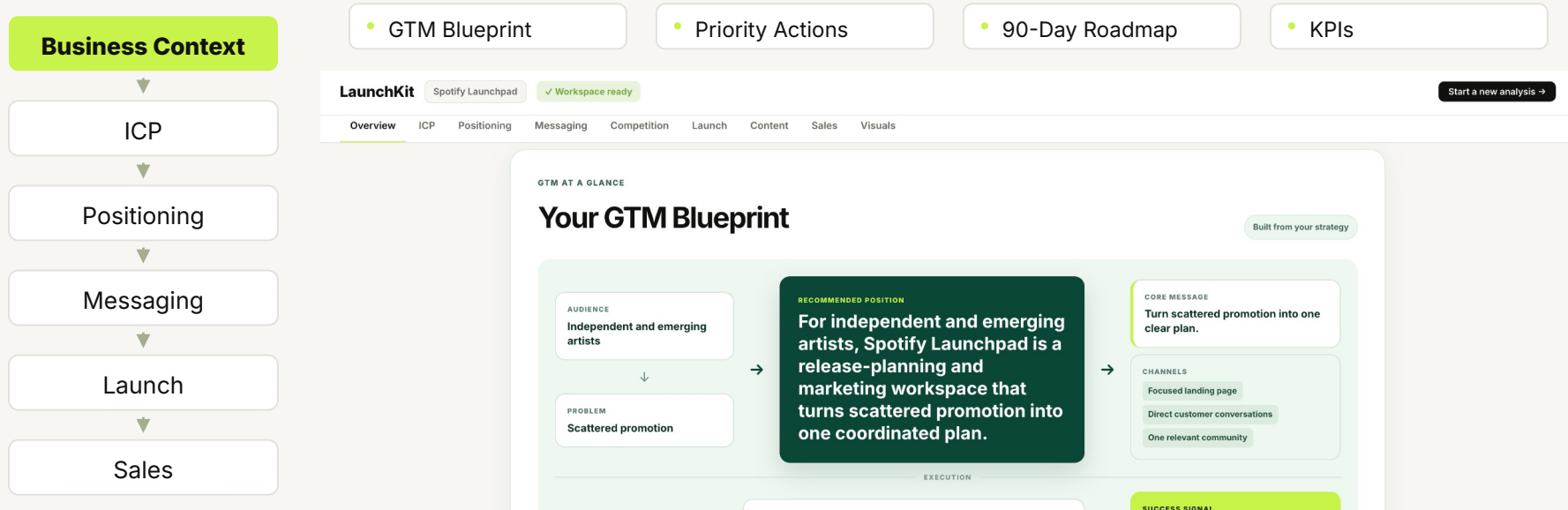
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Step 3: Explore your strategy

Each section uses the same underlying business context, so the strategy stays connected.



Your strategy is a starting point

FROM PLAN TO ACTION

- ✓ **Review it**
Make sure it reflects what you know about your customer.
- ? **Challenge it**
Don't accept every AI recommendation automatically.
- ✎ **Edit it**
Adjust messaging, positioning, and tactics to fit your business.
- **Use it**
Turn the strategy into launch plans, sales messaging, content, and creative.

Good to know

- AI can still be wrong
- Unverified assumptions should be checked
- Better inputs usually create better outputs
- Strategy should improve as you learn more about customers

Use LaunchKit to move faster — not to stop thinking.

LaunchKit

Spotify Launchpad

Workspace ready

Overview

ICP

Positioning

Messaging

Competition

Launch

Content

Sales

Visuals

Launch

FROM STRATEGY TO MOTION

Turn validated interest into active use of the core workflow

Three focused phases, one clear sequence. Use the action board to keep momentum visible.

EXECUTION PATH

Your 90-day roadmap

1

DAYS 0-30

Foundation

Validate the problem and message with independent and emerging artists

- Interview a small set of target users about their current workflow
- Test the message around scattered promotion
- Collect qualified interest with a single clear next step

2

DAYS 31-60

Launch

Turn validated interest into active use of the core workflow

- Prepare launch assets around one consistent message
- Personally support the first group through the core workflow
- Capture friction and questions during onboarding

3

DAYS 61-90

Learn + Grow

Use early behavior and interviews to improve retention and positioning

- Review where users stop in the workflow
- Interview users who complete the core action
- Refine the message around the strongest repeated value