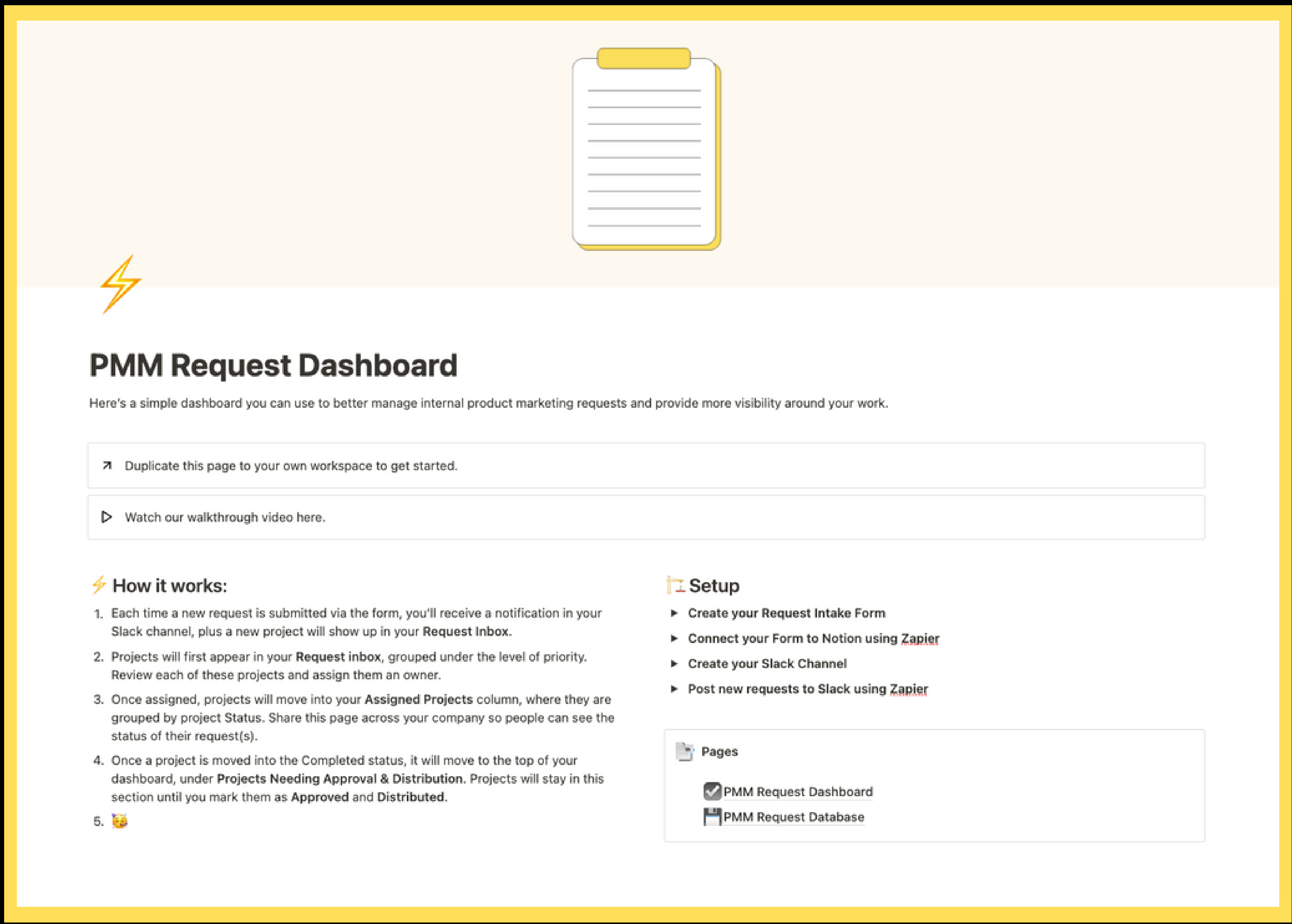
Build your own internal tool for product marketing requests

NOTION TEMPLATE INCLUDED!

👉

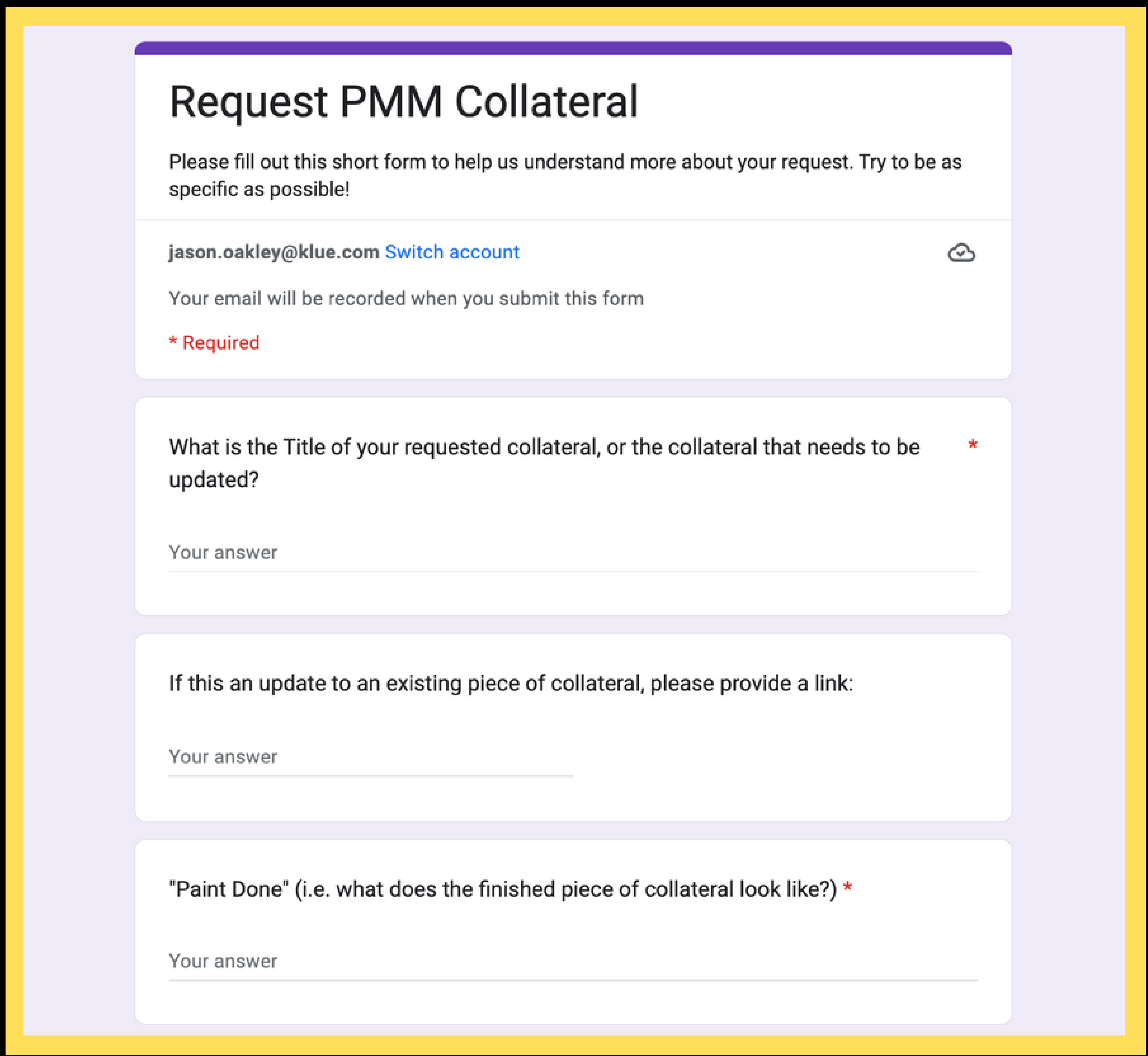
Download the free PMM Request Dashboard Notion Template

Post "**SEND**" in the comments of this post and I'll send you this template to copy, for free!



Capture requests with a Google Form

Copy our simple internal form for submitting product marketing requests. It's short while making sure to ask about the priority of each request and what "done" looks like.



Request PMM Collateral

Please fill out this short form to help us understand more about your request. Try to be as specific as possible!

jason.oakley@klue.com Switch account

Your email will be recorded when you submit this form

* Required

What is the Title of your requested collateral, or the collateral that needs to be updated? *

Your answer

If this an update to an existing piece of collateral, please provide a link:

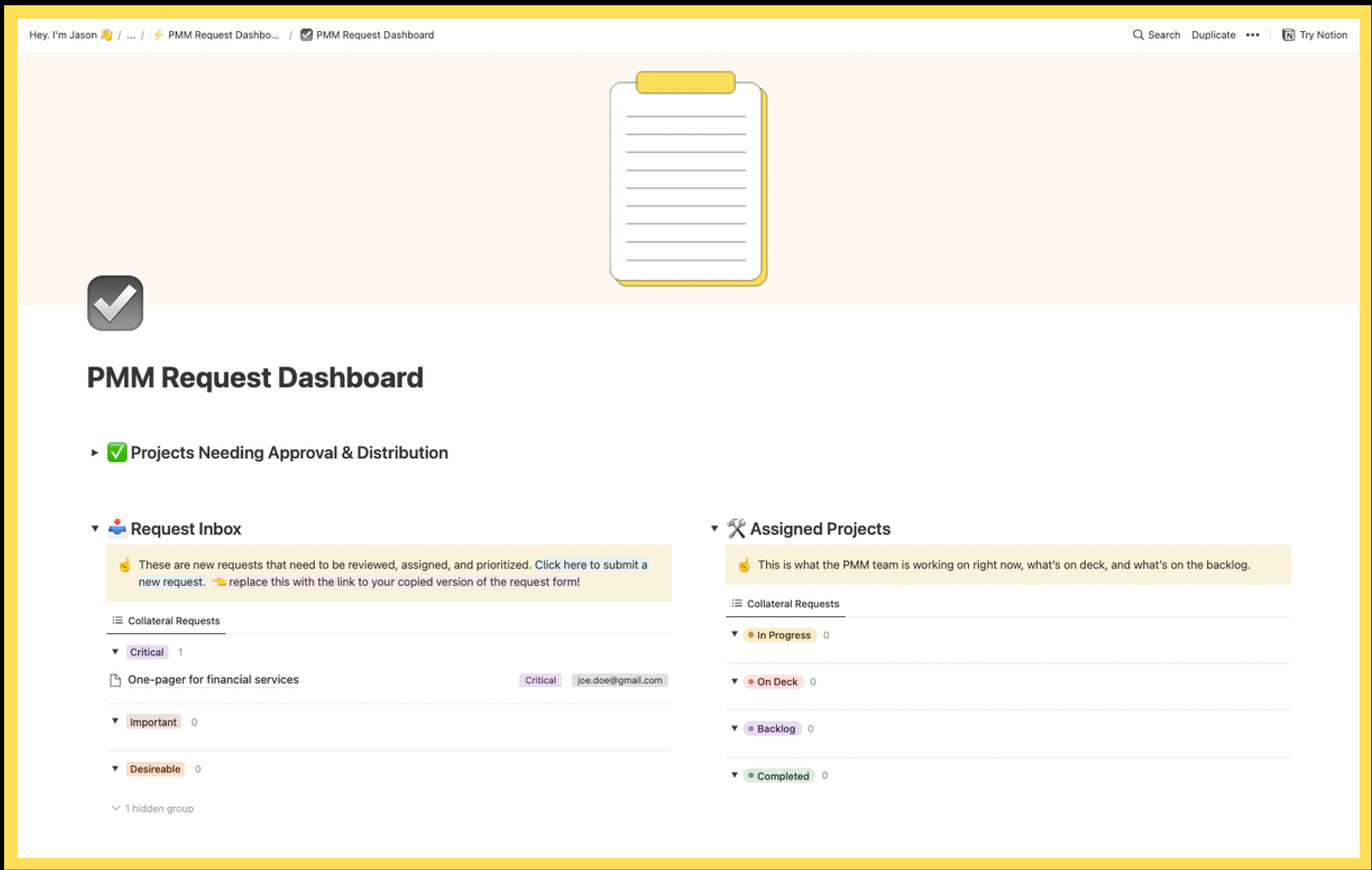
Your answer

"Paint Done" (i.e. what does the finished piece of collateral look like?) *

Your answer

Add requests to your **Notion dashboard** using **Zapier**

Connect your Request Form to your Notion Dashboard using Zapier. Any new submissions will automatically be added to your dashboard, under the **Request Inbox** column.



Post new requests to a dedicated Slack channel

Create a Slack channel for posting new requests. Connect your Notion dashboard to this channel using Zapier. Pin the form and Dashboard here so people can easily find them.

Pinned by brandon

brandon 1:39 PM

To create a new Collateral Request using the Google Form, click here.

To view the status of existing Collateral Requests, click here. (edited)

pmm-requests

Zapier APP 3:57 PM

We have received a new collateral request!

Request by: natalie.byrnes@klue.com

Title: One Pager for Competitive Enable Maturity Assessment

Paint Done: Ideally, the one pager would be a visual for customers to easily understand the value of our additional services.

Priority: Desireable

Why: Additional resources have been requested from CS team.

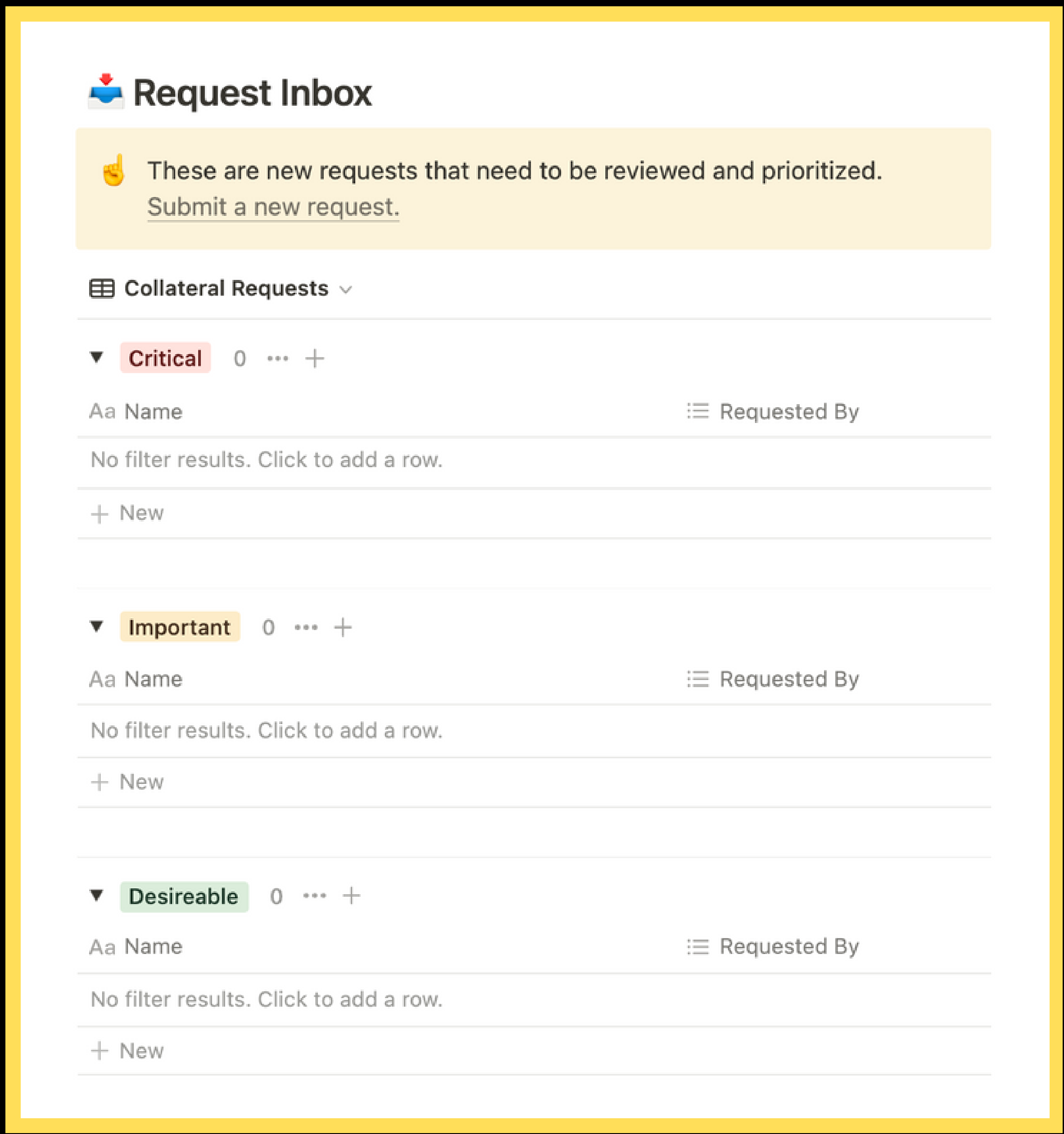
Link to new Project in Notion to triage:

We have received a new collateral request!

Request by: natalie.byrnes@klue.com

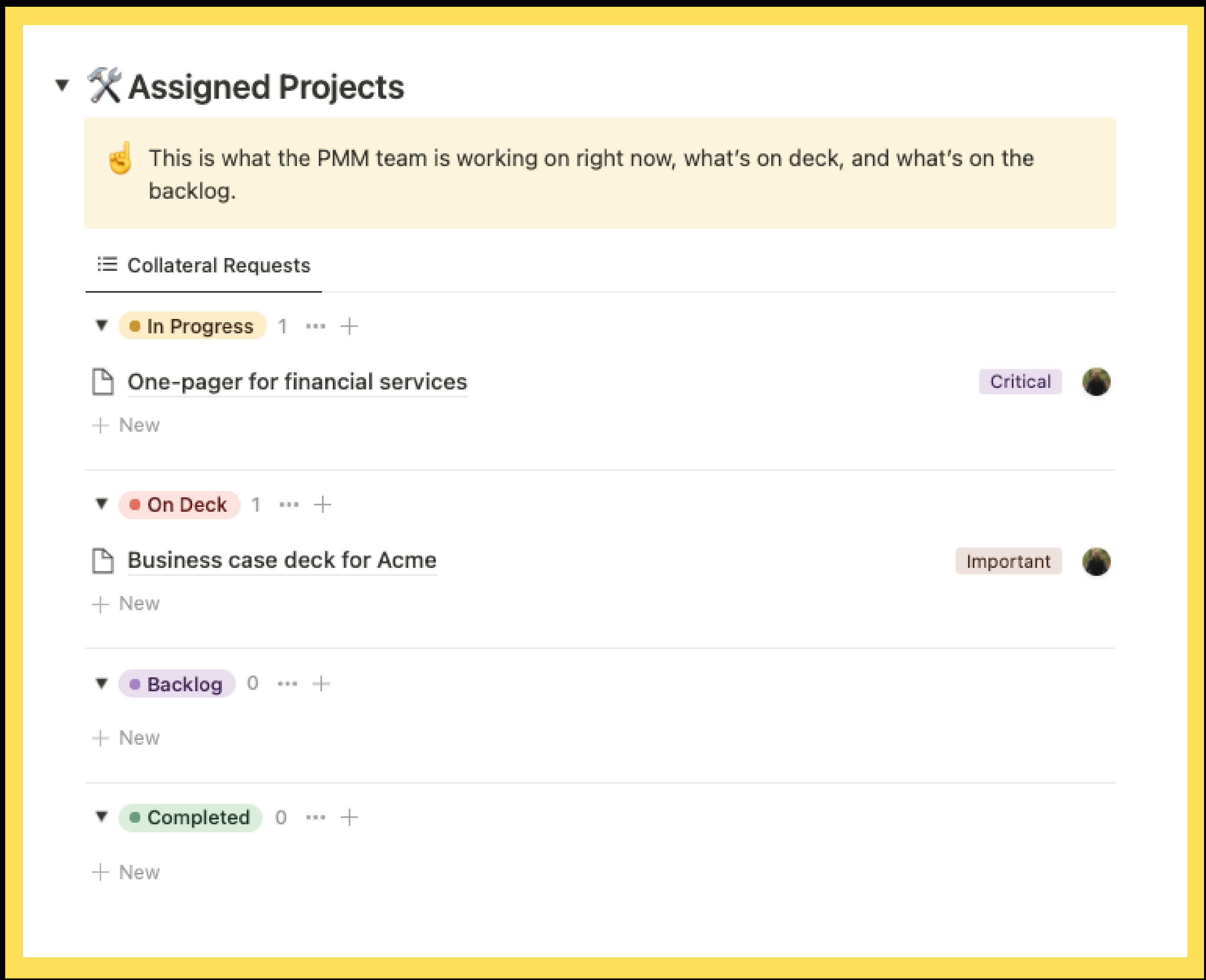
New requests will land in your **Request Inbox**

Projects will first appear in your Request inbox, grouped under their level of priority. Set a weekly team meeting to review each of these projects and assign them an owner.



Processed requests will move to **Assigned Projects**

Assigned projects will move into your **Assigned Projects** column, where they are grouped by project Status. Share this page across your company so people can see the status of their request(s).



Approve and distribute completed projects

Once a project is moved into the Completed status, it will move to the top of your dashboard, under **Projects Needing Approval & Distribution**. Projects will stay in this section until you mark them as Approved and Distributed.

✅ Projects Needing Approval & Distribution

Collateral Requests

Aa Name	Link to completed asset	Requested By	Assign
Business case deck for Acme			Jason O

+ New

COUNT 1

SUMMARY:

1. Copy the free Notion Template
2. Capture requests with a Google Form
3. Add requests to Notion using Zapier
4. Post new requests to Slack
5. New requests will land in your Inbox
6. Turn requests into Assigned Projects
7. Approve and distribute completed projects

Found this helpful?

Let me know below and follow me on LinkedIn for more practical product marketing advice!

Thanks for reading!

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