

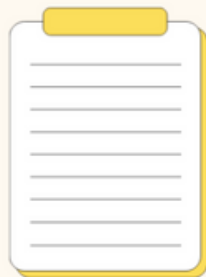
Build your own internal tool for **product marketing requests**


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!







PMM Request Dashboard


Here's a simple dashboard you can use to better manage internal product marketing requests and provide more visibility around your work.

 Duplicate this page to your own workspace to get started.


 Watch our walkthrough video here.


 **How it works:**


1. Each time a new request is submitted via the form, you'll receive a notification in your Slack channel, plus a new project will show up in your **Request Inbox**.
2. Projects will first appear in your **Request inbox**, grouped under the level of priority. Review each of these projects and assign them an owner.
3. Once 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).
4. 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**.
5. 🥳

 **Setup**

- ▶ Create your Request Intake Form
- ▶ Connect your Form to Notion using [Zapier](#)
- ▶ Create your Slack Channel
- ▶ Post new requests to Slack using [Zapier](#)

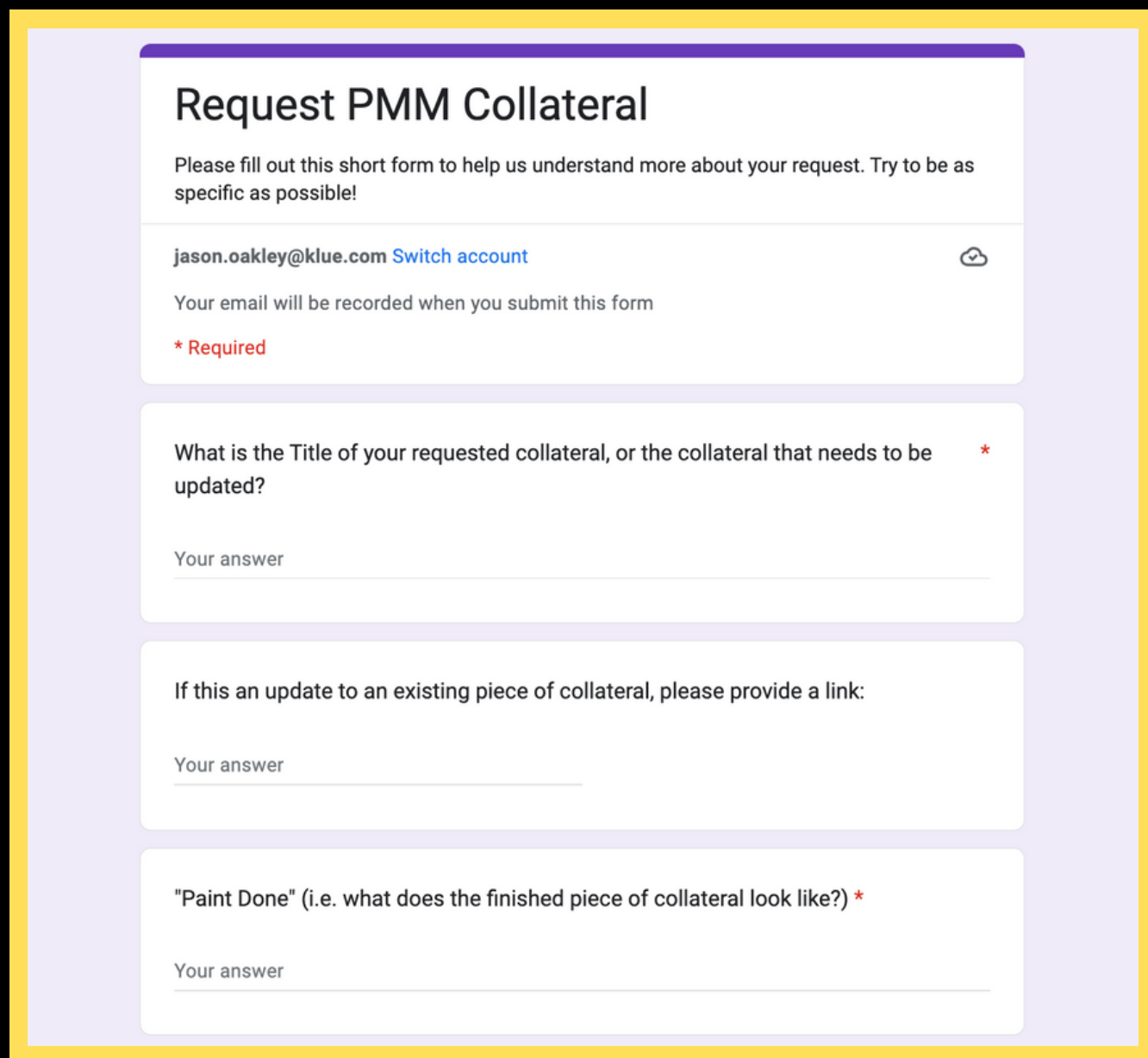
 **Pages**

 PMM Request Dashboard

 PMM Request Database

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.



The image shows a Google Form titled "Request PMM Collateral" with a purple header bar. The form is set against a light purple background with a yellow border. It contains several sections: a title, an introductory paragraph, a user identification section with an email and a "Switch account" link, a required text question about the collateral title, a text question about providing a link for updates, and another required text question about the final state of the collateral.

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:

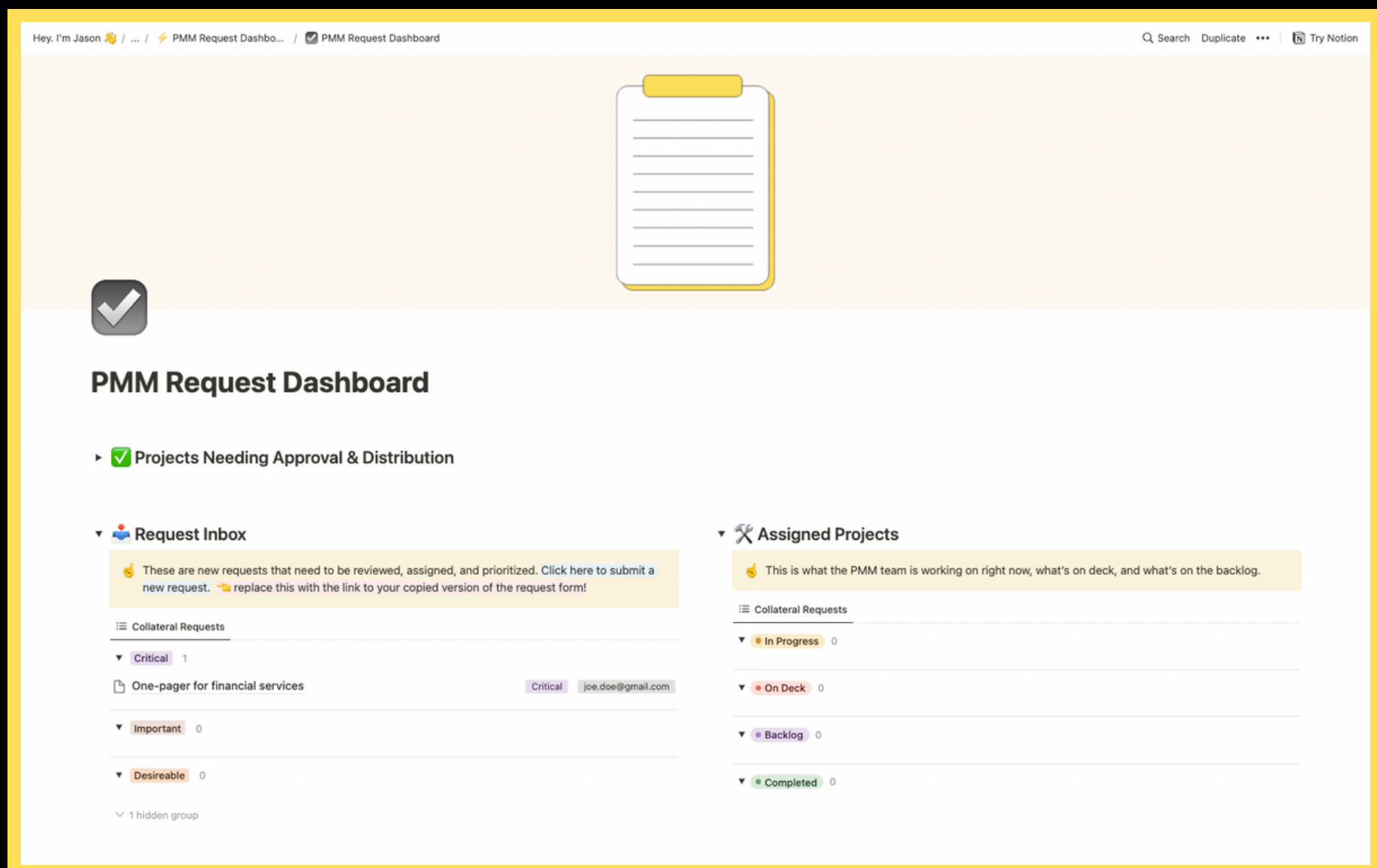
Your answer

"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.byrnese@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.byrnese@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.

 **Request Inbox**

 These are new requests that need to be reviewed and prioritized.
[Submit a new request.](#)

 **Collateral Requests** ▾

▼ **Critical** 0 ... +

Aa Name

Requested By

No filter results. Click to add a row.

+ New

▼ **Important** 0 ... +

Aa Name

Requested By

No filter results. Click to add a row.

+ New

▼ **Desireable** 0 ... +

Aa Name


Requested By


No filter results. Click to add a row.

+ New

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).

▼  **Assigned Projects**


 This is what the PMM team is working on right now, what's on deck, and what's on the backlog.


☰ Collateral Requests

▼

In Progress

 1 ... +

 One-pager for financial services


Critical 


+ New

▼

On Deck

 1 ... +

 Business case deck for Acme

Important 

+ New

▼

Backlog

 0 ... +

+ New

▼

Completed

 0 ... +





+ New

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!

