

Help the buyer evaluate the product

A fictional marketing-approval tool.

PRODUCT-PAGE EXAMPLE

For B2B marketing teams

Send drafts to the right reviewers.
See which approvals are outstanding.

Coordinate campaign sign-offs across colleagues.
Create the campaign assets in your existing tools.

How a draft reaches a decision

Draft material
Campaign brief

→

Assigned reviewer
Marketing lead

→

Decision
Changes requested

Requested changes return to the draft owner.
In this example, replacing an approved draft reopens approvals.

Setup and constraints

Explain who creates reviewer groups and how drafts enter.
Disclose file limits, permissions, plan limits and integration type.
Link current support and security documentation.

Evidence for a claimed benefit

UNFILLED: add a verified source, context and measurement.

No customer result is supplied in this example.

Pricing + next step

Explain quote inputs. Offer a demo of submission, review and revisions.

01

Who and what?

Name the buyer, job and boundary of the product.

02

Show the workflow

Use a real current screen on a real page. Label concepts and sample data.

03

Reveal adoption effort

State setup, constraints and dependencies before the buyer has to ask.

04

Support the claim

Keep this unfilled until the evidence exists. A diagram is not a result.

05

Clarify the next step

Explain pricing access and what the demo covers.

A buyer-clarity aid. It does not establish improved inquiries, search rankings or AI recommendations.

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