

MARKETING ALLOCATION PLAYBOOK

A practical guide to balancing time and energy between new product launches and existing product growth.

Designed for marketing leaders navigating resource constraints, shifting priorities, and the push to show results fast.

Dasha Randlett Consulting

01

New or Existing? It's a Constant Decision.

Marketers are always deciding how to allocate their time.

- Do you fuel the momentum of a proven product?
- Or build awareness and demand for something new?

The right answer depends on timing, business goals, and your team's bandwidth—but it's rarely all-or-nothing.





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60–80% of Time Goes to Existing Products

In most companies, the majority of marketing energy goes to maintaining, optimizing, and expanding the reach of existing offerings.

These products fund the business, so teams prioritize them for revenue generation, upsells, and customer engagement. That leaves limited space for launching and scaling new bets.

03

New Launches Demand Focus and Flexibility

Bringing a new product to market isn't just about one campaign.

It often requires a coordinated effort across product marketing, demand gen, sales enablement, education, and customer feedback loops.

Expect a steep ramp-up: crafting positioning, building assets, testing messages, and pivoting quickly as insights roll in.



**PRODUCT
LAUNCH**

04

Mature Products Still Require Strategic Attention

Just because a product is already in-market doesn't mean the work is done.

Existing products need continued segmentation work, customer journey mapping, messaging refreshes, and competitive defense.

You may also need to reposition to support new use cases or respond to market shifts.





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Map Your Time to What the Business Needs Most

If revenue targets are tied to cross-sells or renewals, your team's priority should likely be existing products.

If market expansion or innovation is the driver, then new launches take the lead.

Align your time split to the broader business context, not just the loudest internal requests.

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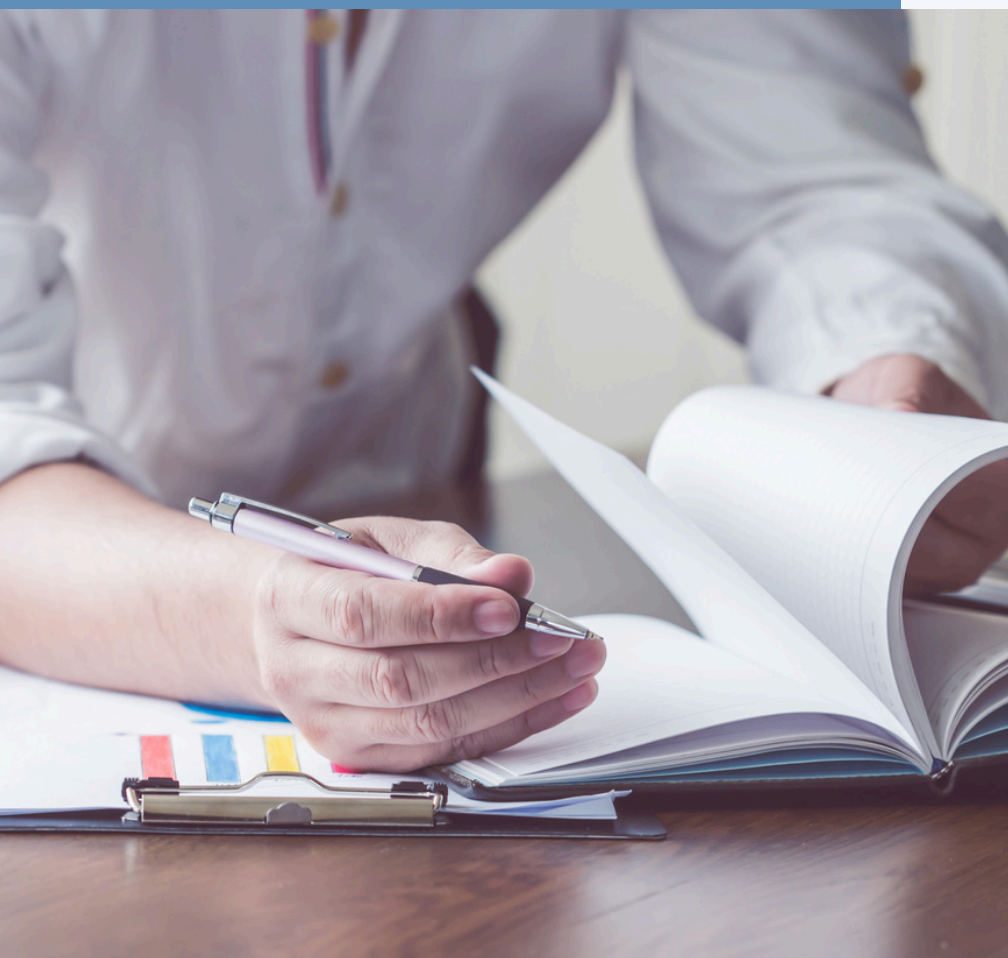
Think in 3 Buckets: Maintain, Grow, Innovate

Consider splitting your time across three types of effort:

- Maintain existing campaigns and evergreen content
- Grow existing products through segmentation, personalization, and channel testing
- Innovate with new launches, messaging frameworks, and pilot campaigns
- This allows your team to stay grounded while still experimenting.

07

Smart Marketers Know It's a Balancing Act



The best marketing teams don't just “make time” for new products—they design workflows that allow for testing, iteration, and eventual scale.

At the same time, they don't abandon the core business. Your ability to drive results often depends more on how you manage this balance than on any one campaign.