Go-to-Market template

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					Notes
WHO? Is your audience?	**Persona 1** Brief description	**Persona 2** Brief description	**Persona 3** Brief description	**Persona 4** Brief description	• You may have more or less personas than this. • If you sell to businesses, include the persona type in your description too - i.e. buyer, user, influencer, etc. • If you're B2B the personas *might* be the various buying roles (i.e. user, decision maker, gatekeeper, etc.) or if you're B2C they *might* be demographic or psychographic (i.e. UK, US, Australia, or impulse buyer, analytical, etc.)
	[Insert product or feature name here] *Include a brief description of what it is here.*				Remember to include whether it's a beta version or full-blown launch.
	• Main feature #1 / benefit • Main feature #2 / benefit • Main feature #3 / benefit • Main feature #4 / benefit • Main feature #5 / benefit				Keep your bullet points short, snappy and to-the-point. Each should fit onto one line of the allocated cell - two max.
	Primary objective: **Secondary objective:**				These should tie into your business' overarching objectives.
Do use this document to ensure consistency, collaboration and accountability. Don't use this document as a shoehorn for all future launches.	**Persona pain points** What problems will you be solving?	**Product value** How does your product solve them?	**Message** What phrasing should be used to translate A and B? How do we do this better than the competition?	**Use cases** In which situations will the persona use our product	The messaging here is not prescriptive or for external use. It's to guide internal people on how to position your company and product externally.
Persona 1					
Persona 2					
Persona 3					
Persona 4					

SALES STRATEGY	**A MQL has the following traits:** **Our audience hangs out in these places:** **The best approach for finding customers is:**								Your sales strategy should feed into your marketing and sales plan and could include discounting principles as well as other means of tracking e.g. AQL (awareness qualified leads).
PRICING STRATEGY	Including all relevant package types.								Whether you have a say in this process or not, this kind of information should be included in your GTM document.
MARKETING & SALES PLAN	**JAN**	**FEB**	**MAR**	**APR**	**MAY**	**JUN**	**JUL**	**AUG**	Change the months and tactics so they're applicable to your product and strategy. The letters within the boxes are initials to mark and track task ownership. To make this a living document, create a key and update your progress against each tactic - i.e. orange = in progress, green = complete, red = behind schedule.
Beta launch	JD								
Internal and external product demo video	JD								
Sales battlecards	LA								
F2F training with sales, support teams and customer success	NR	NR							
Social media posts		NR							
Create and review webcopy - landing page, homepage, pricing, lightbox, chatbot, etc.		LA							
Blog post(s)		LA							
Paid marketing strategy		JD							
Update email signature/footer									
Partner notices									
Nurture email for prospects		BC							
Blast email for existing customers		BC							
Press release			JD						
Push notifications			BC						
Launch			ALL						
Social competition for external launch			BC						
Send first nurture email			LA						
Send blast email			LA						
Start PPC campaign			FP						
Live webinar				HR					
Send second nurture email				LA					
Send third nurture email				LA					
Gather feedback from customers and customer-facing teams					FP				
Optimise marketing channels									
Customer case studies					BC				

USEFUL RESOURCES	Use this section to highlight or link out to any additional documents people might find useful when completing tasks within your GTM, for example: • The product roadmap • Complete versions of your personas • More information around your product's details • What your competitors are currently doing in this space • Great examples to take inspiration from and benchmark against • Email/landing page templates	You have free reign on this section. Whether it's internal or external though, if it's useful, include it. It will help people execute their task more efficiently and/or better.
SUCCESS We'll measure success against...	• KPI #1 • KPI #2 • KPI #3 • KPI #4	Attach specific metrics and timescales to your leads. For example, 'A 20% increase in daily active users within three months of launch'. The more granular you go, the easier they are to measure.