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Example Go-To-Market Strategy

Go-To-Market:

Plan that details how an organization can engage and convince their customers to buy their product or service and gain a competitive advantage.

Teams using Go-To-Market see a 50% higher success rate

Parts of Go-To-Market

Inbound Campaigns: Content, Social, Product

Outbound Campaigns: Ads, Cold Calling, Events

Ecosystem: Partnerships, Sponsorships, Community

Go-To-Market Planning Scorecard

Motion	Campaign	Audience Goal
Inbound	Content	Rank for High volume, Low competition keywords
	Social	Create engaging content or use following
	Product	Add hooks for referrals
Outbound	Ads	Find low cost, high volume opportunities
	Cold Calling/Email	Have a one-liner that will start conversations
	Events	Find your persona at conferences
Ecosystem	Partnerships	Marketplaces or other companies that can grow with you
	Sponsorships	Sponsoring communities to meet prospective customers
	Communities	Join communities where your prospective users participate

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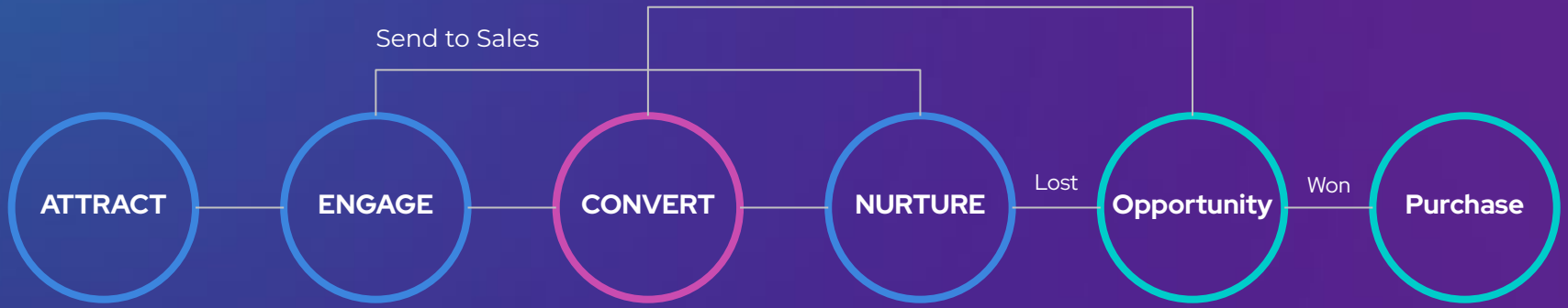
Put It All Together

How We Define Stages

STAGE		CUSTOMERS	
4	Scale Marketing	B2C B2B	2500–5000 1000
3	Define Ideal Customer Profile	B2C B2B	250–500 100
2	Create Minimum Viable Audience™	B2C B2B	20–100 5–10
1	Launch		0

Revenue Campaign Architecture



Paid Ads/ Organic Search/ Social Media

User sees search result, tweet, or ad on Google, Instagram, Facebook

Landing Page

User interacts with chatbot or reads landing page

Lead magnet

User submits form or gives email address to chatbot

Paid Ads/ Email

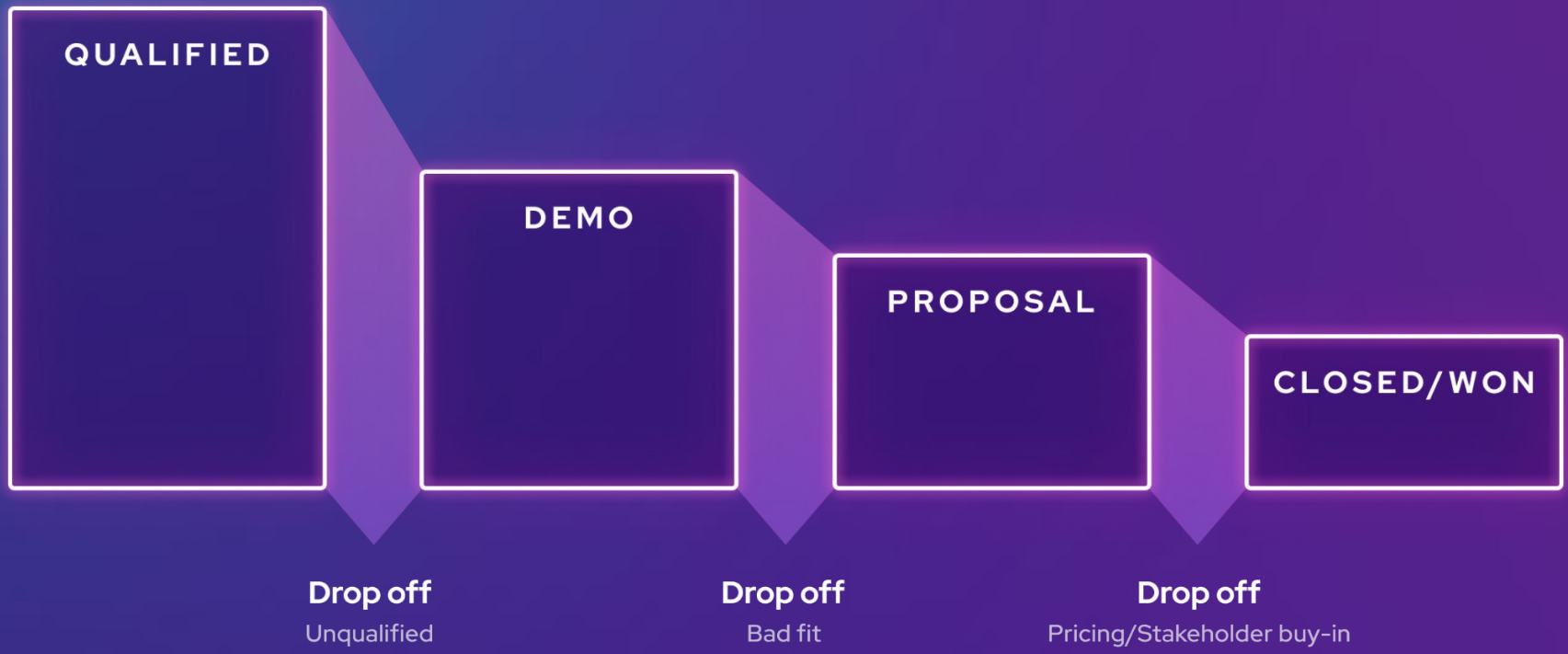
Rengage prospects, who didn't convert, using further emails and remarketing campaign to bring them back

Campaign Architecture

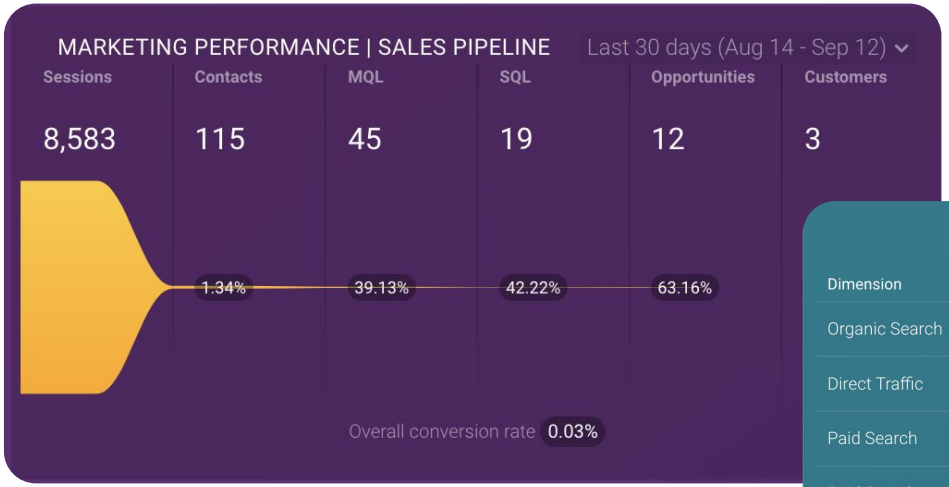
Key Performance Indicators (KPIs)

	KPIs	VIA
1 Ads/Referrals/ Organic Search	Impressions Click-through Rates Engagement Leads	Ad Network Tactic Keywords Referrals
2 Landing Pages	Bounce rate Scroll Depth CTA Click Lead	Landing Page
3 Leads	# Form Submissions # Signups Email Opens/Clicks	Tactic

Sales Funnel



Capture Metrics that Connect Marketing to Pipeline



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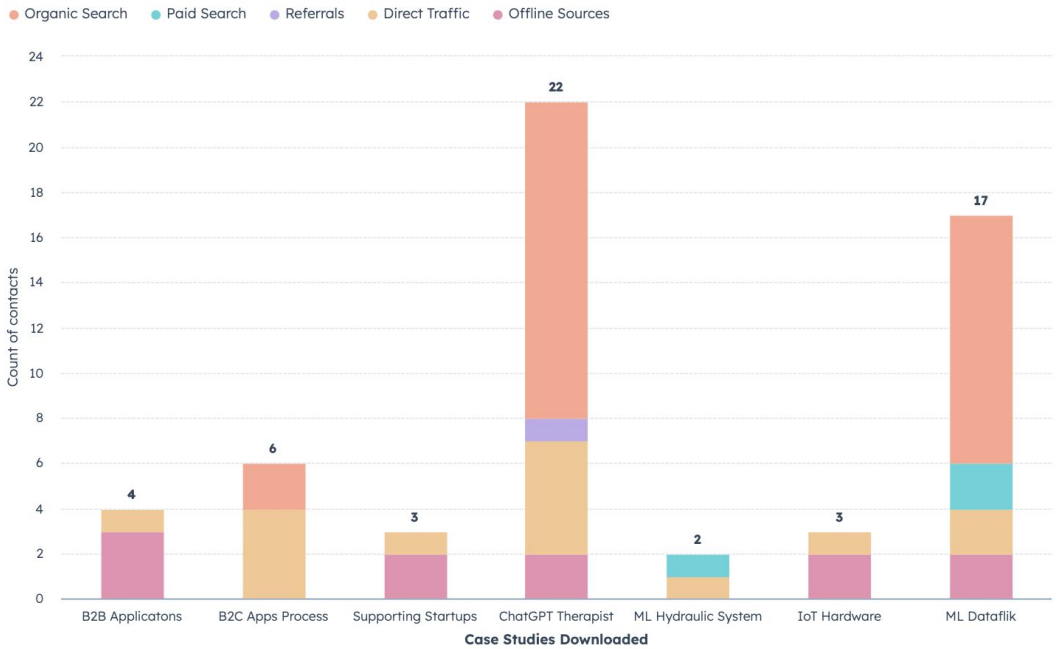
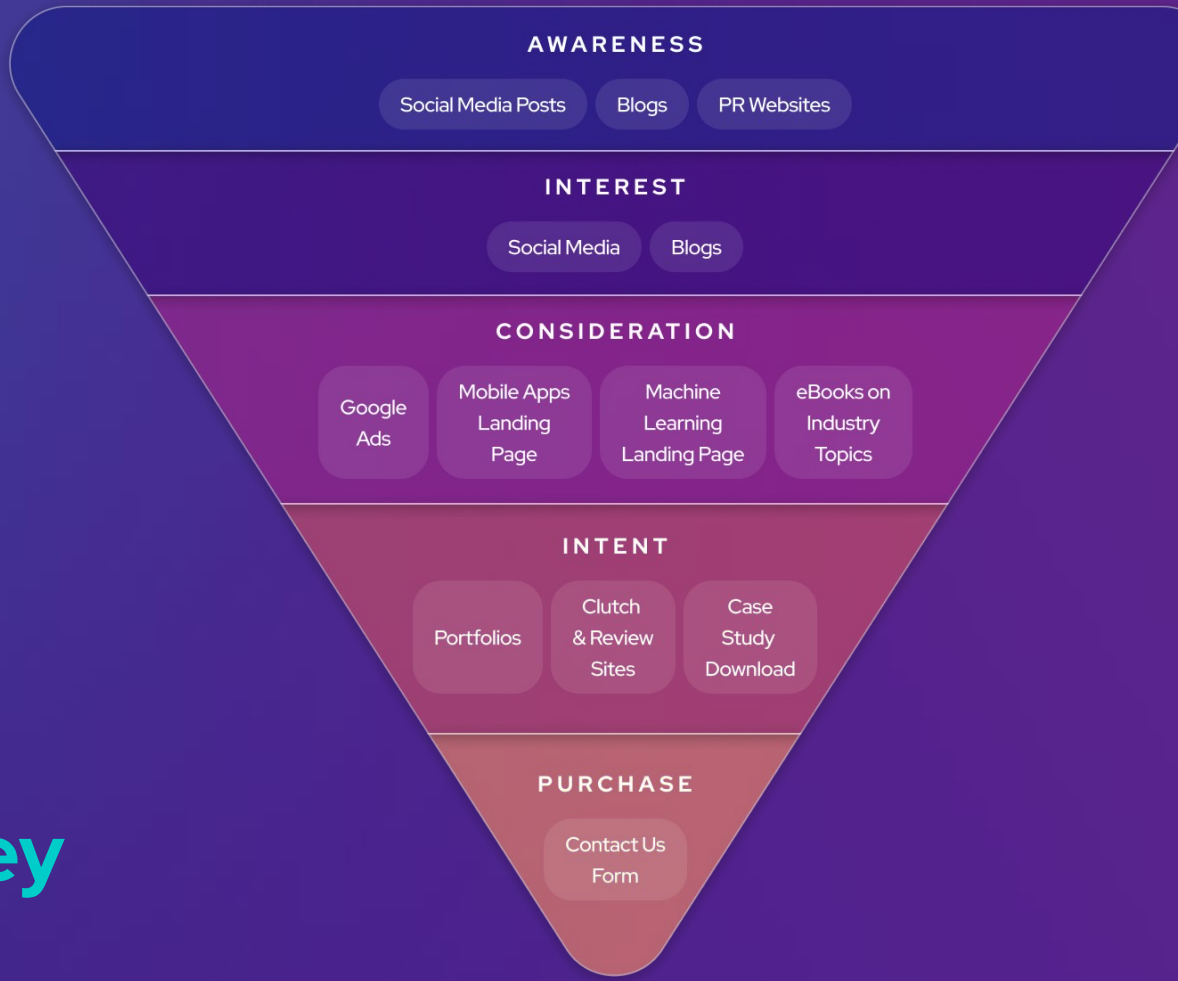


Create
Customer Journey



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Thank you for a great day!