

Go to market template (GTM)

The first 6 points are needed to have a deep understanding about your market and your business. Most of these points should already be clear before even thinking about GTM strategy and they are the basis to build your strategy.

1- Market Problem Definition	What problem in the market needs to be solved?
2- Problem solving	How is my product/service going to solve this problem?
3- Goals	Provide specific strategic goals you want to achieve (ex: market share, revenue, monthly growth rate...)
4- Market Study	<ul style="list-style-type: none">• Target market: its size and entry barriers/difficulty of penetration + TAM (Total Addressable Market)• Industries, customers segments and info (geography, age, behavioural patterns, spending capacity, pain points)• If selling to companies: their size, revenue, employee count
5- Target Audience	Use data from your direct interviews with possible customers *Target personas: Who uses your product? What are their specific characteristics and behaviors?
6- Competitive Analysis	<ul style="list-style-type: none">• Main competitors: their market share, acquisition channels• Key product features/service offerings, differentiation points
7- Your business case	Why are you launching this product right now and what do you hope to gain from it? List of competitive advantages or differentiation points. The main benefits of using your product/service: <ul style="list-style-type: none">• Value proposition• Positioning• Messaging (what do you say to your possible customer?)
6- Marketing or Sales Strategy	Plan of actions to reach your target audience at every stage of their buying journey, time and cost

	<p>dedicated to each action</p> <p>Are you marketing or sales intensive? https://firstround.com/review/leslies-compass-a-frame-work-for-go-to-market-strategy/</p> <p>If you're marketing-intensive, the product is bought. If it's sales-intensive, the product is sold</p> <p>Once you know, it is time to decide the tools you will use</p>
<p>7- Pricing</p>	<p>Specify pricing for each product/service + pricing strategy.</p> <p>Pricing reflects every other aspect of your go to market strategy, from your customer to the market to how you use strategies like PR, marketing, and sales.</p> <p>Want to know more about the psychology of pricing? https://plan.io/blog/pricing-strategies/</p>

***Target persona**

Buyer personas represent your ideal customer(s) and can be created by researching and interviewing your business's target audience. It's important to note that this information should be based upon real data whenever possible, as making assumptions about your audience can cause your marketing strategy to move in the wrong direction.

Build their profile:

Quantitative and Demographic Information

- Location
- Age
- Income
- Job Title

Qualitative and Psychographic Information

- Goals
- Challenges
- Hobbies/ Interests
- Priorities