



Go-to-Market

Date: 14-06-2021

Resource Person:

Dr Pramod Kumar Patjoshi

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No. of Participants: 103

Report

A go-to-market (GTM) strategy is a comprehensive plan businesses use to bring a new product or service to market. Designed to mitigate the risk inherent in introducing a new product, a typical GTM strategy includes target market profiles, a marketing plan, and a concrete sales and distribution strategy.

The five pillars are **product analysis, product messaging, sales proposition, marketing, and sales strategy**. As you will see, there are good reasons to address each in this order.

1. Identify your buying team and personas. ...
2. Use a value matrix and identify messaging. ...
3. Test your messaging. ...
4. Continuously optimize your ads. ...
5. Scale ads that work. ...
6. Pick a sales strategy (or more than one). ...
7. Build brand awareness and generate demand. ...
8. Support prospects throughout the buyer's journey.

A go-to-market roadmap is **a visual representation of the work you want to accomplish for your launch and the timeline for when you will get there**. The purpose of a go-to-market roadmap is to capture and coordinate the timing of all the cross-functional activities required to release a new customer experience.



**FDP on
"Go to Market"**

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