

Go-To-Market 101



By Sridev Ramesh

What is GTM?

So you have a product...

Whats the market?

Who is your ideal customer?

Where do these people hang out?

What are their behaviours?

What is a GTM strategy?

A strategy to bring a new product to market and drive demand for it.
Aligns sales, marketing and other stakeholders.

When do you need one?

While launching a...

New Product in a **New Market**

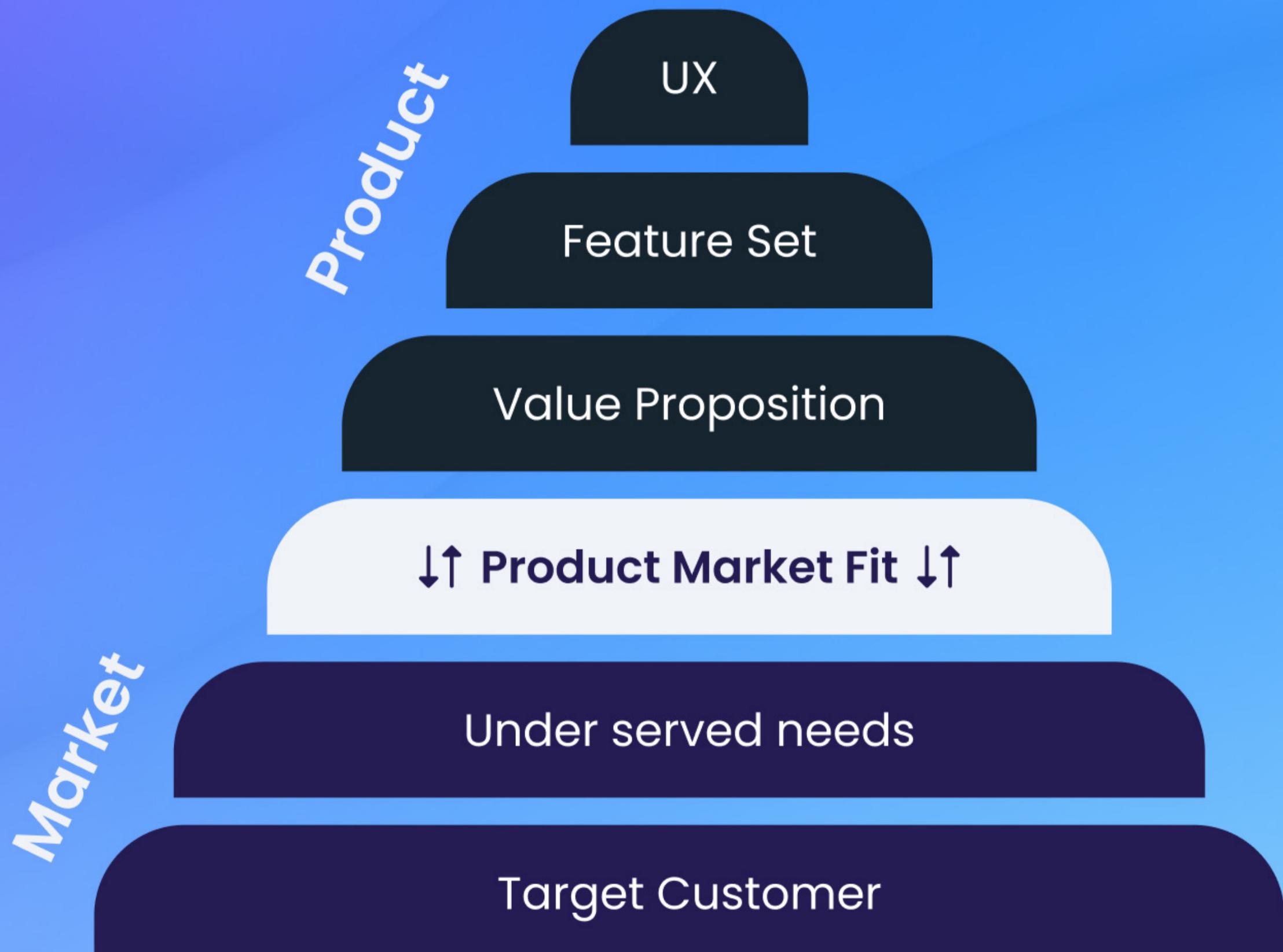
New Product in a **Existing Market**

Existing Product in a **New Market**

What are the pre-requisites?

Understanding PMF

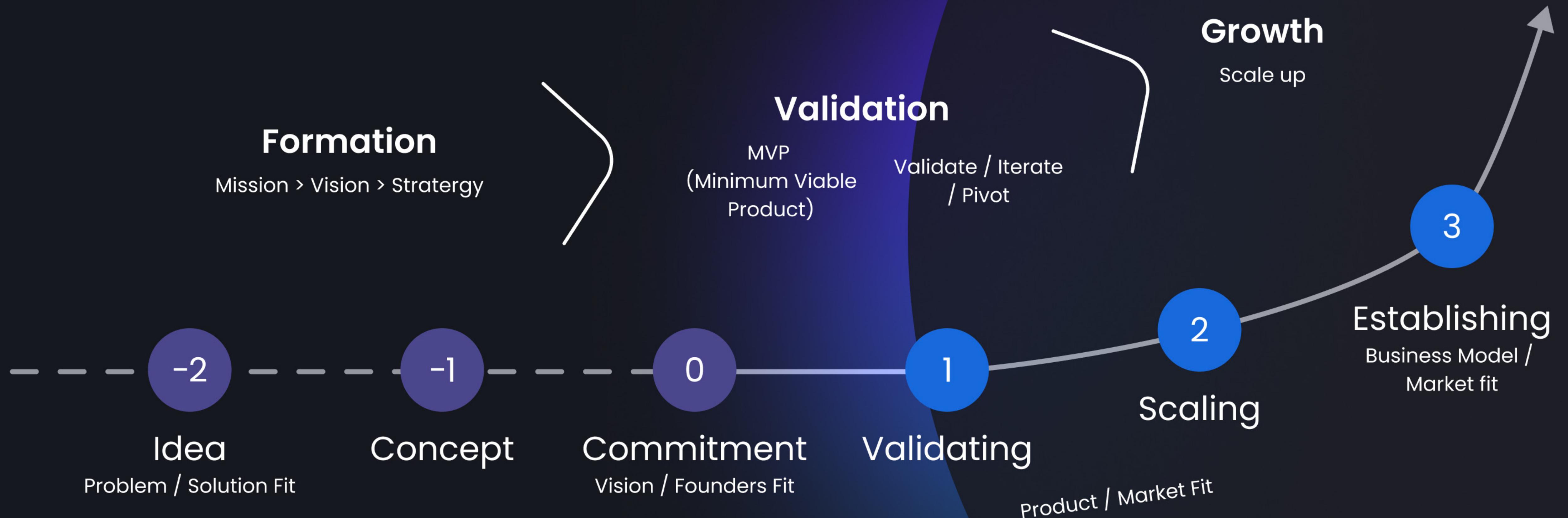
Credibility



What is PMF?

Product Market Fit

PMF Journey



One Word

Pain Point

- Paint points are the reason your product even exists.
No paint-point, no PMF.
- Your entire messaging and positioning needs to be centred around your customer's pain-points.
- **How big is the pain point?** How effectively does your product solve for the pain point?

The 10-Step GTM Strategy

Step #1

Identify the problem and list out pain points

Step #2

Define your TG

- Create an ICP
- Make Buyer Personas

Ideal Customer Profile

- Primary Demographic (Age, Industry, etc)
- Geography
- Preferred Channels
- Size/Function
- Pain Points
- Price-point/Budget
- Decision-making Factors & Stakeholders

Buyer Persona



Rahul

- Age: 29
- Lives in: New Delhi
- Occupation: SWE1/2 at mid-sized start-up/enterprise

Goals

- Wants to start his own tech company
- Wants to network with start-up leaders and get into the ecosystem of builders
- Wants to get into the GenAI gold-rush

Pain Points

- Wants to learn GenAI but doesn't know where to start or how to go about it
- Lacks community of similar mindset folks
- Can't find consolidated sources of learning GenAI in a holistic manner

Objections

- I recognize that GenAI is a great and potent space for entrepreneurship but I have no idea what to build or where to even begin.
- I can't find a suitable co-founder for my idea.

Step #3

Competitor Analysis

- Who are your competitors?
- Who are they targeting? What geographies?
- What is the USP of your product compared to your competitors?
- Is the market oversaturated?

Step #4

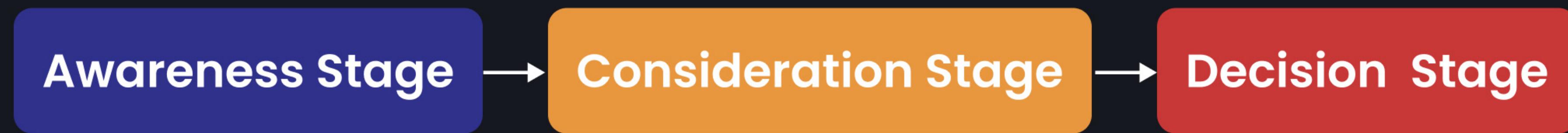
Key Messaging using Value Matrix

	Pain Points	Product Value	Message
User	<ul style="list-style-type: none">• Wasting hours a day on admin tasks• Misses quota• Boss on their back about CRM updates	<ul style="list-style-type: none">• Saves sales rep an hour everyday• Give them more time to sell and hit quota• Gets updates done without manual effort	<ul style="list-style-type: none">• Stop wasting selling time in CRM with AI
Influencer	<ul style="list-style-type: none">• Poor data quality• Chasing sales reps for CRM updates	<ul style="list-style-type: none">• Improves CRM data quality by automating data collection• Automated rep CRM updates so theres no need to ask reps to perform them	<ul style="list-style-type: none">• Clean up your messy customer data with sales automation

	Pain Points	Product Value	Message
Decision Maker	<ul style="list-style-type: none">• Lack of sales rep productivity• Stagnant revenue growth	<ul style="list-style-type: none">• Increase team productivity as less time is spent on repetitive tasks• Increase revenue as reps spend more time selling	<ul style="list-style-type: none">• Boost productivity and revenue with sales AI
Buyer	<ul style="list-style-type: none">• Thin budget• Cost of output to input ratio	<ul style="list-style-type: none">• Low-cost point per seat• High ROI as it boosts productivity and growth	<ul style="list-style-type: none">• Get more \$\$ from your sales team with sales AI

Step #5

Map Out Buyer Journey



Pain/Problem Aware



Solution Aware



Provider Aware

The Funnel

Awareness

- Videos
- Blog Posts
- Social media posts
- Infographics
- Quizzes

Consideration

- Newsletters
- Events
- White papers
- Webinars

Decision

- Case studies
- Pricing
- Demos

Step #6

Marketing Channels

- Social Media
- SEO Blogs
- SEM
- Newsletters
- Podcasts
- Video Content

Step #7

Sales and Pricing

- Inbound/Outbound Sales Funnels
- Self-Serve Model
- Freemium Model

Step #8

Set KPIs

- What metrics to track for success?
- Set numeric target that are realistic for validation.

Step #9

Set Processes

- Break it down into team functions and create a project plan
- Align the team towards it
- Write processes to the T

Step #10

Supervise, Revisit and Iterate

That's all folks!