

## Get ready for your next product launch!

Developing an effective go-to-market (GTM) strategy for a new product or service launch requires communication, collaboration, task management, and coordination across diverse teams. Your GTM strategy is an action plan that will define, deliver, and communicate your unique value proposition to customers and help you achieve competitive advantage. **Microsoft Teams** provides a chat-based workspace in Office 365 designed to allow team members to move quickly from chats to content and tasks, with context, continuity, and transparency to the entire team. This guide will help you organize your team activities as you develop your GTM strategy using **Teams**, the chat-based workspace.



Some typical team-based activities associated with developing a GTM strategy might include:

- **Collecting and analyzing market research**
- **Developing messaging pillars**
- **Building communications plans**
- **Creating collateral materials**

Each of these activities involve different individuals, teams, and departments, all working together toward an all-important product launch date.

Once you've created your **GTM team** in **Teams**, you can add a few channels and seed those channels with some content so that your team members don't see a blank web page the first time they log in. For example, you might **start a new conversation** by posting a few questions or wiki topics in each **channel** to get a few discussions started and @mention specific team members to pull them into the conversation. You can also connect to external content such as a third-party task management system (like Asana, Pivotal Tracker, or Trello), Twitter feeds, or RSS news feeds so that all relevant content is available in **Teams**, regardless of whether its source is an internal or external application or service. A few channels for a **GTM team** might include:

### Market Research Channel



The team responsible for market research determines what research is needed and what resources are available to conduct the research. The team will then coordinate the various research activities and projects, including contracting and scheduling third-party survey and/or research services, if needed. Finally, the team collects, organizes, analyzes, and presents the research to other team members, as appropriate. Under **Files**, you can add relevant documents such as:

- SWOT analysis
- Competitive research
- Focus group surveys and research results
- Syndicated research reports
- Value prop and messaging research

**Tip:** You can also add tabs that link directly to specific files. This may be helpful for files that will be frequently referenced by the team, for example the SWOT analysis.

### Messaging Pillars Channel



The team responsible for developing messaging pillars uses the inputs from the Market Research channel to define the value proposition and identify the target market segment (positioning). They can ask other team members for supporting bullet points for the messaging pillars, for example, in the **Conversations** tab, or collaborate on documents with other team members. Under **Files**, you can add relevant documents such as:

- Messaging framework
- Brand guide
- Creative guide

### Communications Plan Channel



The team responsible for the communications plan focuses on all activities associated with the product or service launch including influencer outreach, promotion strategy, product documentation, and social media. This team can coordinate marketing campaigns using the **Conversations** tab, and manage all internal and external communications associated with the launch by having files in one location. Under **Files**, you can add relevant documents such as:

- Social media plan
- Campaign creative
- Web page
- Customer mailing lists
- Draft press releases

### Marketing Bill of Materials (BOM) Channel



The team responsible for the marketing bill of materials (BOM) manages the development, creation, and distribution of all marketing collateral associated with the product or service launch. Using inputs from the communications plan, this team can collaboratively produce all collateral materials in accordance with the brand and creative guides, and ensure that they are accurate and of acceptable quality. Under **Files**, you can add relevant documents such as:

- Pitch decks, demo scripts, and FAQs
- Collateral materials budget
- Vendor lists
- Production schedules