GROWNET — Go-To-Market Plan (GTM)

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1. Purpose

هدف:

»آزمایش کانال‌ها و مدل رشد مشتری به‌صورت داده‌محور، مشخص کردنKPI های موفقیت و نقاط توقف، و طراحی مسیر واضح برای جذب، پرداخت و«retention

Rule: GTMخوب نشان می‌دهد تیم **درک عمیق از قیف مشتری و رشد سیستماتیک** دارد.

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2. ICP & Persona Alignment

- **Primary Target:** Startups & SMEs (<50 employees)
- **Personas:** End User (Learner), Decision-Maker (Founder/Admin), Paying Customer (Sponsor)
- **Channel Preference:** LinkedIn, Communities, Referrals, Content Marketing

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3. Funnel Modeling

Stage	Definition	KPI	Target	Drop-off Risk
Awareness	Reached via channels	Impressions, Clicks	10K impressions / month	Low engagement
Interest / Activation	Signed up & onboarded	Sign-up rate, activation %	10% of reached	Poor onboarding
Conversion / Payment	Paid subscription or purchase	Conversion %, ARPU	5% of activated	Price resistance
Retention	Continued engagement	30d retention, churn	≥25%	Low content relevance / network engagement

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4. Initial Channels & Tests

Channel	Type	Budget	KPI	Duration	Stop/Continue Criteria
LinkedIn Ads	Paid acquisition	$2K/month	CTR >2%, CPL < $10	3 months	Stop if CTR <1%
Community Outreach	Organic	$500/month	Sign-ups from posts	3 months	Continue if ≥20 sign-ups/month
Referral Program	Incentivized	$1K	Referral rate ≥5%	3 months	Stop if referral rate <2%

Channel	Type	Budget	KPI	Duration	Stop/Continue Criteria
Content Marketing	Blog, Newsletter	$800	Traffic + Engagement	3 months	Continue if avg. read time >2min
Pilot B2B Sales	Direct outreach	$1,500	Paying customers ≥3	3 months	Stop if <1 paying customer

5. Budget Allocation (Pilot Phase)

Area	Budget	Expected Output
Paid Ads	$2,000	500–1,000 leads
Organic Outreach	$500	50–100 leads
Content Marketing	$800	Brand awareness, engagement
Referral Program	$1,000	New user acquisition
Pilot Sales	$1,500	3–5 paying companies
		Total Pilot Budget ≈ $5,800

6. Timeline (First 3 Months)

Month	Activities	KPI Checkpoint
Month 1	Launch LinkedIn ads + community outreach	CTR, sign-ups
Month 2	Activate referral program, content marketing	Referral rate, engagement
Month 3	Pilot B2B outreach	Paying customer conversion

7. KPI Measurement

KPI	Formula	Tool / Source	Reporting Frequency	Threshold
CTR	Clicks / Impressions	LinkedIn Ads dashboard	Weekly	≥2%
Activation Rate	Activated / Sign-ups	Platform analytics	Weekly	≥50%
Conversion Rate	Paid / Activated	Billing system	Monthly	≥5%
Retention	Active users / Paid users	Platform analytics	Monthly	≥25%

8. Drop-off Identification & Mitigation

Stage	Risk	Mitigation
Awareness → Sign-up	Low engagement	Optimize messaging, A/B testing
Sign-up → Activation	Confusing onboarding	Interactive tutorial, gamification
Activation → Payment	Price sensitivity	Freemium trial, bundled packages
Payment → Retention	Lack of content relevance	Ranked content, networking features

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9. GTM Metrics Dashboard (Example)

- Daily/Weekly tracking: CTR, sign-ups, activation
- Monthly tracking: conversion, revenue, churn
- Visual dashboards with thresholds → alert if metric < threshold

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10. Decision Rules

- **Stop Channel:** KPI below threshold for 3 consecutive weeks
- **Continue / Scale:** KPI above threshold, positive ROI
- **Pivot / Optimize:** Metric slightly below target → test new messaging or segment

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11. Iteration & Learning Loop

1. Test → Measure → Analyze
2. Identify bottleneck → Hypothesize solution
3. Implement → Re-measure
4. Feed insights back to **PRD, Roadmap, and Marketing**
5. GTM نشان می‌دهد تیم **رشد مهندسی شده و داده‌محور** را درک می‌کند.

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12. Success Criteria for Pilot

Metric	Target	Notes
Paying Customers	≥3 companies	Pilot validation
Activation Rate	≥50%	Onboarding success

Metric	Target	Notes
CTR	≥2%	Channel effectiveness
Retention	≥25%	Content + networking relevance

Result

این سند تضمین می‌کند که:

- تیم می‌داند **کجا و چگونه مشتری جذب کند**
- مسیر رشد و قیف مشتری **شفاف و قابل پیگیری** است
- KPIها و بودجه تست **تصمیم‌محور و داده‌محور** هستند
- نقاط ریزش و اقدام مقابله با آنها مشخص است