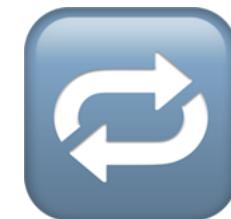


Go-to-Market Strategy and Customer Acquisition

Turning interest into adoption



Recap from Lecture 7

Where we left off

- Defined positioning and messaging frameworks
- Built brand identity and tone of voice
- Compared organic vs. paid strategies
- Explored growth loops and referral tactics



Learning Objectives

What you'll learn today

-  Understand the key components of a go-to-market (GTM) strategy
-  Compare different customer acquisition channels
-  Learn how to build a conversion-focused sales funnel
-  Distinguish between product-led and sales-led growth
-  Explore best practices for customer onboarding

What Is a Go-to-Market (GTM) Strategy?

Defining your path to customers

- A plan to launch and scale your product
- Aligns product, marketing, sales, and support
- Answers:
 - Who are we targeting?
 - How do we reach them?

Components of a GTM Strategy

The building blocks

-  Target market & ideal customer profile (ICP)
-  Positioning and messaging
-  Pricing and packaging
-  Acquisition channels
-  Customer journey and funnel

Target Market & ICP

Know who you're selling to

- Define your ideal customer: demographics, behavior, pain points
- Segment by use case, company size, industry, role
- Focus efforts where there's highest value and fit

Target Market & ICP

Know who you're selling to



- Target Market: Sports fans aged 18–45, mostly urban and suburban, middle-income, tech-savvy, value convenience and social outings
- ICP (Persona): Casual attendees looking for easy, affordable access to local games and family-friendly events; prefer mobile-first platforms and trust peer reviews

Target Market & ICP

Know who you're selling to



- Target Market: Urban millennials, travelers, digital nomads seeking local and affordable experiences
- ICP: Tech-savvy travelers who prefer authentic stays over hotels, value community, use mobile apps for booking

Positioning & Messaging

Speak their language

- Tailor positioning to each segment
- Address pain points and goals
- Use customer language, not company jargon

Positioning & Messaging

Speak their language



- 😞 Pain Point: Buying local sports tickets is often clunky, unclear, and expensive
- 💬 Message: "Instant access to affordable local sports events—no fees, no fuss."
- 🎤 Voice: Friendly, trustworthy, community-focused

Positioning & Messaging

Speak their language



- 😞 Pain Point: Team communication was scattered across email and tools
- 💬 Message: "Be less busy."
- 🎤 Voice: Simple, human, workplace-savvy

Pricing & Packaging

Match value to willingness to pay

- Align pricing with perceived value and market norms
- Offer plans that fit different segments
- Simplicity > complexity in early stages

Pricing & Packaging

Match value to willingness to pay



- 💵 Transparent pricing: no hidden fees
- 👤 Volume discounts for families or frequent buyers
- ➡📱 One-click checkouts with mobile wallets

Pricing & Packaging

Match value to willingness to pay



- 💰 Free tier with ads, premium monthly plan, family and student discounts
- 👤 Tiered pricing expands reach while preserving perceived value
- ➡📱 Simple pricing page helps conversion

Acquisition Channels

Pick the right mix

- Organic: SEO, content, word of mouth
- Paid: Search, social, influencer, retargeting
- Outbound: Email, cold calls, events

Acquisition Channels

Pick the right mix



- 🔎 SEO-optimized local landing pages
- 📣 Sponsored posts with sports influencers
- 📧 Local event partnerships and email marketing

Acquisition Channels

Pick the right mix



- 📱 Organic growth through app store optimization and referrals
- 📹 Viral TikTok and YouTube content by Duo the owl
- 📧 Email retention loops and gamified re-engagement

Customer Journey

Design for discovery, adoption, and retention

- Map every step: discover → trial → onboard → expand
- Reduce friction, build delight
- Align messaging, support, and product at each step

Customer Journey

Design for discovery, adoption, and retention



- 🔎 Discovery: Google search or influencer content
- 🎟 Trial: First ticket purchase with discount code
- ➡📱 Onboarding: Easy mobile ticket delivery and reminders
- 💡 Retention: Loyalty perks, event alerts, refer-a-friend bonuses

Customer Journey

Design for discovery, adoption, and retention



- 🔎 Discovery: Word of mouth and design communities
- ✨ Trial: Free design editor with no install required
- 🤝 Onboarding: In-product tips and team-ready templates
- 🔄 Retention: Real-time collaboration, shared libraries, and integrations

Presenter

Sales Funnel

Visualizing your conversion journey

- Awareness → Interest → Consideration → Conversion → Retention
- Each stage narrows as customers progress
- Helps map tactics to user intent

Funnel Visualization

Visualizing your conversion journey

- **Awareness:** Ads, blog posts, social media
- **Interest:** Blog subscriptions, social follows, video views
- **Consideration:** Case studies, webinars, email nurturing
- **Conversion:** Trials, demos, pricing pages
- **Purchase!**
- **Retention:** Onboarding, support, engagement



Funnel Visualization

Visualizing your conversion journey

	Awareness	Interest	Consideration	Intent	Purchase	Retention
# deals	1000	300	200	100	80	70
Probability	5%	10%	25%	60%	90%	80%
Value of deals	2000	600	400	200	160	140
Expected value	100	60	100	120	144	112

Acquisition Channels Overview

Navigating your options

- **Organic:** SEO, content, word of mouth
 - **Paid:** Ads, influencers, retargeting
-
- **Outbound:** Cold email, calls, partnerships
 - **Product-led:** Referrals, usage-driven invites
 - **Sales-led:** Demos, relationship building

Outbound – Direct Reach

Start the conversation

- Cold email with value upfront
- Personalized messages, not spam
- Track open and reply rates

Outbound – Direct Reach

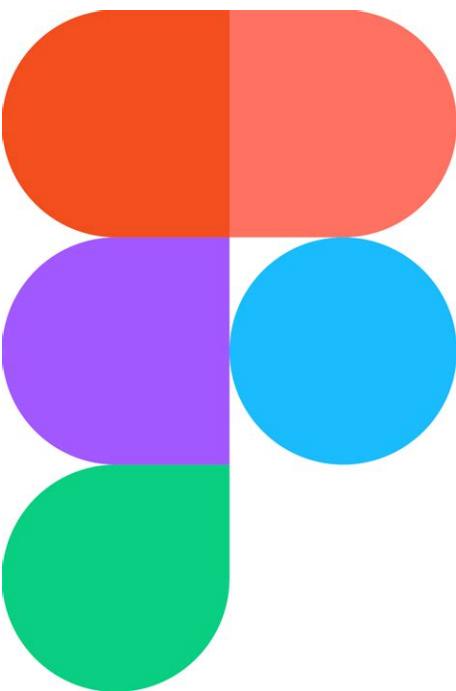
Start the conversation

- You sell to a narrow or well-defined audience
- You're entering a new market
- Your product requires explanation or human touch
- You need results quickly and don't have SEO traction yet
- You want high control over lead quality

Outbound – Direct Reach

Best practices

- **Target** precisely
- **Personalize** every message
- Lead with **value**: make it about solving their problem, not pitching your product.
- Use **sequences**: don't expect a reply on the first email. Space follow-ups over 5–10 days.
- **Track** & iterate: monitor open, click, and response rates.
- **A/B test** subject lines and CTAs.



Outbound – Direct Reach

Example

- Figma founders personally reached out to hundreds of designers on Twitter, and via cold emails
- 1:1 onboarding sessions and used every call to refine the product
- This outbound effort created the first wave of loyal designers and word-of-mouth momentum.”

Key outbound tactics:

- Cold outreach to top designers
- Direct DMs on Twitter/X
- Manual onboarding calls
- Feedback-driven iteration

Product-Led Growth (PLG)

Let the product sell itself

- Drive signups via free tools or trials
- Build sharing/referral features into UX
- Use usage patterns to trigger upgrades

Product-Led Growth (PLG)

Let the product sell itself

When to use it?

- Your product delivers immediate value
- You can offer a free tier or free trial
- Low-friction onboarding
- You can build in virality or network effects

When NOT to use it?

- Complicated onboarding
- Decision makers are not end users
- Long sales cycle

Product-Led Growth (PLG)

Example



- **Dropbox:** Achieved massive early growth by offering users free cloud storage and incentivizing referrals. Each invited friend earned both users extra space, creating a viral loop driven entirely by product value.

A screenshot of the Dropbox referral program landing page. The page features a white background with a central call-to-action button. At the top, it says "Get up to 32 GB of free space by inviting your friends to Dropbox!" Below this, a smaller text explains that for every friend who installs Dropbox, the user gets 1 GB and their friend gets 500 MB, with a link to upgrade the account. A text input field labeled "Names or email addresses" is followed by a blue "Send" button. Below this, a section titled "More ways to invite your friends" includes links to "Invite your Gmail contacts" (with a Google icon), "Copy link" (with a link icon), and "Share on Facebook" (with a Facebook icon). At the bottom, a note says "Once you've invited friends, you can view the status of your referrals or visit our Help Center if you have any questions." The overall design is clean and modern.

Sales-Led Growth (SLG)

Human sales

- Involves human touchpoints (sales reps, account executives, SDRs)
- Focuses on high-value or complex products
- Relies on personalized demos, negotiation, and relationship-building
- Typically used for B2B SaaS, enterprise software, or high-ticket solutions

Sales-Led Growth (SLG)

Old school sales

When use it?

- Your product requires education, configuration, or is expensive
- Decision-makers need to be convinced with ROI, case studies, or procurement processes
- You need to upsell, negotiate contracts, or navigate multi-stakeholder dealss

Metrics

Measuring What Matters

- Aligns GTM execution with business outcomes
- Identifies bottlenecks and optimisation opportunities
- Enables data-driven iteration and budgeting

Key Metrics to Track

The language of metrics

- **CAC:** Cost to acquire a customer
- **LTV:** Expected revenue from a customer over time
- **Conversion Rates:** % of users moving through funnel stages

CAC

Customer Acquisition Cost

- A rising CAC without a matching rise in LTV signals poor marketing ROI.
- Channel-specific CAC helps decide where to double down or cut back.
- Use benchmarks but focus on internal improvements over time.

CAC = Marketing Spend / New Customers Acquired

LTV

Customer Lifetime Value

- Higher LTV allows you to spend more to acquire users.
- Focus on retention to increase LTV.
- Use LTV projections for strategic decisions around pricing, upsells, and lifetime engagement.

LTV = Avg. Order Value × Purchase Frequency × Customer Lifespan

Conversion Rates

General measure of efficiency

- Micro-conversions (e.g., email click → product page) are as important as macro ones (e.g., trial → paid).
- Heatmaps and user session replays can offer insights beyond numbers.
- Consider testing page load time, CTA wording, and signup steps.

Percentage of users progressing through a funnel stage.

Funnel Visualization

Conversions

	Awareness	Interest	Consideration	Intent	Purchase	Retention
# deals	1000	300	200	100	80	70
Probability	5%	10%	25%	60%	90%	80%
Value of deals	2000	600	400	200	160	140
Expected value	100	60	100	120	144	112
CONVERSION		30%	67%	50%	80%	88%

Customer Onboarding Overview

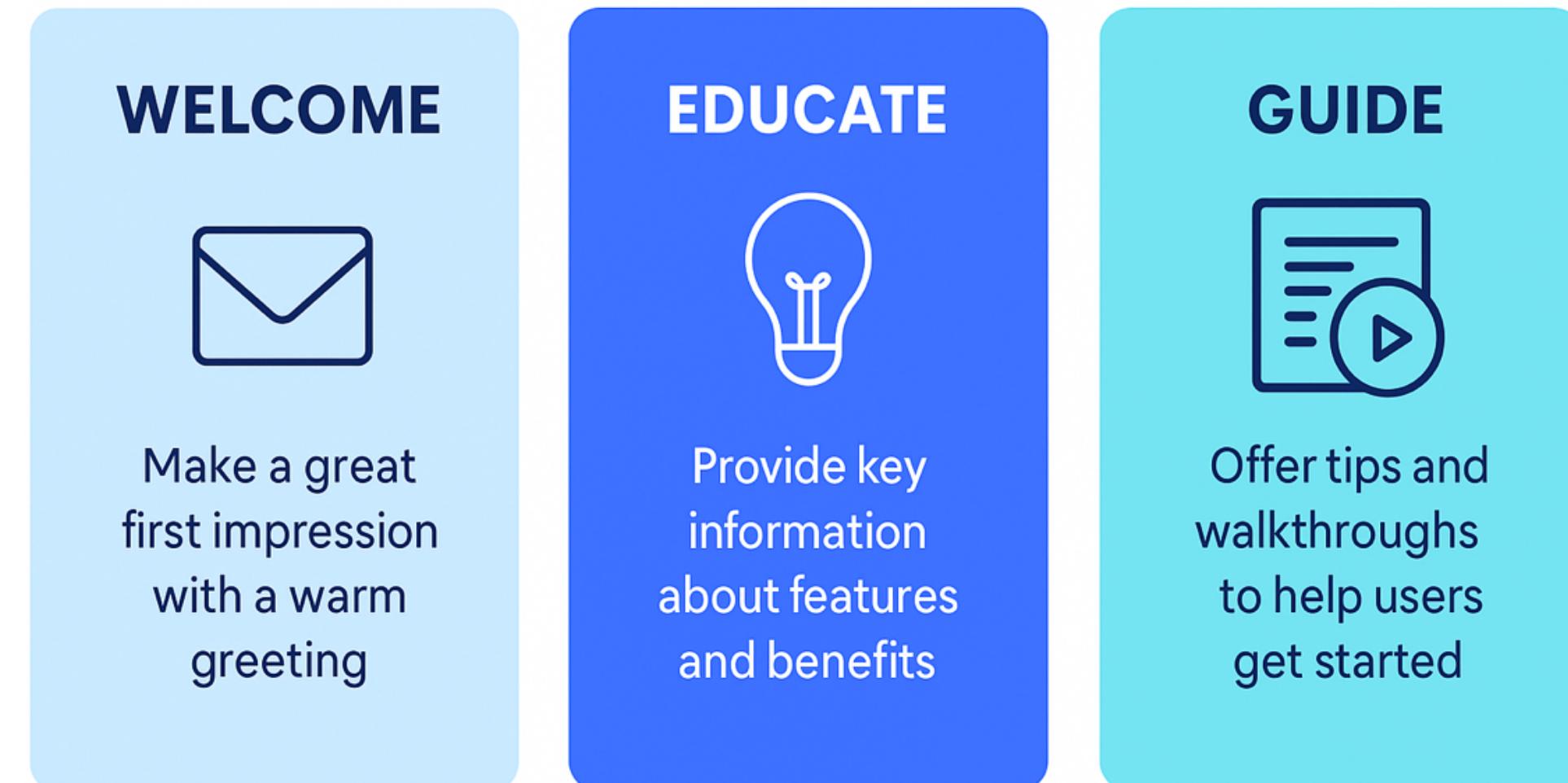
From signup to success

- Make first steps frictionless
- Highlight core value quickly
- Offer help before users get stuck

Onboarding Tactics

Practical ways to deliver value fast

- Interactive walkthroughs
- Welcome emails and video guides
- In-app nudges or tooltip



Customer Onboarding

Onboarding Done Right



Welcome to Sport Tickets Inc.

Find and book tickets to local sporting events!



Next

Select Your Sports

Pick the sports you are interested in.

Baseball Football
Basketball Basketball
Hockey Soccer
Tennis Golf
Other

Next



Enjoy a Discount

Save 15% on your first ticket purchase!

Coupon code **SAVE15**

GET TICKETS

Sports Tickets Inc.

 **Sport Tickets Inc.**

Find your next game

Please type in your city to see local sports events.

Enter your city in the search box

Ljubljana

Ljubljana

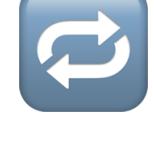
Maribor

Koper

Search

Summary

Bringing It All Together

-  A clear GTM strategy aligns your product, market, and message
-  Understand your customer journey and acquisition channels
-  Balance product-led and sales-led growth based on your model
-  Use onboarding to reduce churn of already won customers



Assignment

Apply what you've built

-  Create your own Go-to-market Strategy!

Use Google Docs or Slides to create your pitch deck and share it with ales@spetic.si by the day before the next lecture!

Further Reading & Resources

Go deeper into branding and early growth

- **Play Bigger** – Al Ramadan et al. → Category design and positioning
- **Obviously Awesome** – April Dunford → Positioning made practical
- **Lean Analytics** – Alistair Croll & Benjamin Yoskovitz → Measuring what matters in GTM
- **Traction** – Gabriel Weinberg & Justin Mares → 19 customer acquisition channels
- **The Cold Start Problem** – Andrew Chen → Network effects and GTM strategy