

YouTube Video Summary

Title: Watch Me Build a Go To Market Execution Plan (by an Ex-Google PMM)

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Duration: 13:11



Summary

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****Introduction****

Henry, an ex-Google Product Marketing Manager, explains how to develop a go-to-market execution plan using Google Spreadsheets. This plan translates a strategy created in Google Slides into actionable steps, detailing tasks, responsible parties, and deadlines to ensure effective execution.

****Setting Up the Execution Plan****

Henry begins by outlining the structure of the Google Spreadsheet. The plan is divided into three tabs: Pre-launch, Launch, and Post-launch. Each tab organizes tasks by objectives, KPIs, and timelines with additional columns for task owners and necessary stakeholders.

****Pre-launch Phase****

In the pre-launch phase, all action items are categorized under stages such as preparation and release. Tasks include setting up blogs, social media accounts, and Slack channels, drafting content strategies, and initiating influencer outreach. Henry highlights the importance of having clear ownership for each task to streamline execution.

****Action Item Details****

Each action item is detailed with:

- ****Stage****: The phase of launch.
- ****Action Item****: Specific tasks to complete.
- ****Owner****: The primary responsible person.
- ****Dependencies****: Necessary inputs.
- ****Target Deadline****: Completion timeline.
- ****Time Allotted****: Time estimated for each task.

****Resource Allocation****

The execution plan assigns each task to a specific owner, ensuring accountability. For example, content marketing is responsible for blog and newsletter setups, while demand generation handles social account management.

****Launch and Ongoing Activities****

During the release stage, the team will publish and promote content across various platforms and engage influencers. For ongoing activities, it's critical to continue frequent postings and maintain community engagement.

****Conclusion****

Henry's approach emphasizes the importance of detailed planning and clear task ownership to successfully execute a go-to-market strategy. Assigning distinct roles and establishing deadlines are key takeaways for coordinating a cohesive execution plan.