

# YouTube Video Summary

**Title:** Watch Me Build A Go-To-Market Strategy In 2023 (by an Ex-Google PMM)

**Channel:** Henry Wang

**Duration:** 11:59



## Summary

**\*\*Video Summary: Watch Me Build A Go-To-Market Strategy In 2023\*\***

**\*\*Introduction:\*\***

The video, presented by Henry, offers a detailed guide on creating a go-to-market strategy using a real product example. It aims to demonstrate how to effectively bring a product to target customers through appropriate channels. The video focuses on the stages of pre-launch, launch, and post-launch.

**\*\*Go-To-Market Strategy Explained:\*\***

- A go-to-market strategy is a plan designed to introduce a product to target customers.
- It follows the positioning and messaging phase.

**\*\*Stages of Go-To-Market Strategy:\*\***

1. **\*\*Pre-Launch:\*\***

- Objective: Build awareness and credibility.
- Methods: Educate the target market, foster organic followings, and beta test the product.
- Tools: Content sharing, community building, using platforms like Slack for discussions among stakeholders like parents.

## 2. **Launch:**

- Objective: Drive user adoption.
- Methods: Announce the launch on all organic channels and use paid advertising.

## 3. **Post-Launch:**

- Objective: Optimize and scale channels.
- Methods: Evaluate channel performance, scale successful ones, and explore new testing channels.

## **Real Product Example:**

- The product is an app to assist children with learning disabilities in reading, using gamification similar to Duolingo.
- The primary audience is parents, even though the end-users are children.

## **Pre-Launch Detailed Plan:**

- **Objective:** Build awareness and credibility through content sharing and community engagement.
- **KPIs:** Aim for 1,000 Slack group members, 10 influencer partnerships (e.g., parents, pediatricians).
- **Timeline:** Three months to establish an organic following.
- **Channels:** Optimize for search on Google, YouTube, Quora, and engage in Facebook groups.

## **Conclusions:**

- Building a successful go-to-market strategy hinges on understanding target audiences and effectively leveraging the right channels across different phases.
- Engaging with community and influencer partnerships is crucial for spreading awareness.
- The strategy also stresses the importance of adaptability by optimizing channels based on performance metrics.