

GO-TO-MARKET STRATEGY

Andy Acs

PDM 7

MOVING FORWARD ON YOUR PM PATH



LEARNING OBJECTIVES

- **Understand components of a Go-to-market strategy**
- **Determine the most likely marketing channel for your product**
- **How to find your earliest customers and evangelists.**
- **Thinking about growth and scaling**

GO-TO-MARKET

GTM STRATEGY

WHY DO YOU NEED A GTM STRATEGY?

WHAT ARE YOU SELLING?

WHO TO SELL TO?

HOW WILL YOU REACH YOUR TARGET MARKET?

WHERE WILL YOU PROMOTE YOUR PRODUCT?

HOW DO I REACH CUSTOMERS?

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).The Yahoo! logo, featuring the word "YAHOO!" in a bold, red, sans-serif font with a registered trademark symbol.The Bing logo, featuring the word "bing" in a blue, lowercase, sans-serif font with a trademark symbol.

Paid Search.

PAID SEARCH

- **Fast and efficient way to find customers.**
- **Allows you to drill down based on a users intent.**
- **Helps answer assumptions about conversion and cost-per-acquisition.**
- **Test new iterations cleanly.**
- **Downside – budget, mistakes can be costly, anonymous.**

DIRECT ENGAGEMENT

 **reddit** /r/news [comments](#) [related](#) [other discussions \(1\)](#)

Post analysis/opinion articles to /r/inthenews

[/r/inthenews](#) [/r/worldnews](#) [new submissions](#) [new comments](#)

↑

393

↓

Mom Says She Was 'Lunch Shamed' by School for Packing Oreos for Daughter

(abcnews.go.com)

submitted 17 hours ago by Hazzman

405 comments share

top 200 comments [show all 405](#)

sorted by: [best](#)

- ↑

[-]

thegreatestajax

246 points

16 hours ago

↓

If they have potatoes, the child will also need bread to go along with it. That's yer ol tater and bread sammich. Double the carbs for double the love.

permalink
- ↑

[-]

JayaBallard

99 points

14 hours ago

↓

If ye don't eat yer bread, ye can't have any 'taters!

How can you have any 'taters if you don't eat yer bread?

permalink parent
- ↑

[-]

montyjack

13 points

6 hours ago

↓

When we were young and went to school there were certain teachers who would feed carbs to the children any way they could.

permalink parent
- ↑

[-]

VoterApathyParty

6 points

4 hours ago


Quora

[Home](#) [Write](#) [Notifications](#)

You have been blocked from contributing to Quora because your name does not comply with our [name policy](#). use your real, full name.

If you are already using your real name, please email appeals@quora.com

2 WANT ANSWERS




Latest activity: 13 Jul,

How can school lunches incorporate more healthy alternatives into their menu?

Want Answers 2

Downvote

...




Eddie Garza @theeddiegarza · 4h

@KRLDEmily @KRLD So wonderful seeing @dallasschools providing healthy, delicious, and sustainable school lunches!

← ↻ ★ 1 ...


View conversation



Chef Greg Silverman @gregorymark72 · 5h

Working in collaboration, Chef Bill @telepan shows how #chefslead for @witsinschools foodrepublic.com/2015/04/30/sch... ... via @foodrepublic

← ↻ 2 ★ 2 ...



Food Republic @foodrepublic · 6h

School lunches can be healthy, New York chef @billtelepan is showing us how. bit.ly/1bhBrIk

TO ANSWER

tain
t for
(
s can be

DIRECT ENGAGEMENT

- **Find communities of real people discussing relevant topics around the internet.**
- **Engage with users and develop rapport that leads to relationships.**
- **Offer solutions to outspoken problems.**
- **Recruit for initial participation or use.**
- **Free!**
- **Downsides: Limited audience, time consuming.**

BUILDING COMMUNITY

W

%1

PM

%2

%3

Wagon

YOUR CHANNEL

bandwagon

DIRECT MESSAGES

slackbot

jeff

mark

matt

mike

patrick

+59 More...

#bandwagon

A place for friends and Wagoners

65

Search

@

☆

⋮

copying and pasting from the command line, and running ... (214KB) ▾

March 5th at 2:58 AM

Airbnb

James Mayfield

Top secret

Tables

Partition

Columns

Table has no partitions

My recent queries

My saved queries

All queries

Data Preview

Set custom table name

Save query

Run query

ts	date	day	month	year	day_of_year	day_of_month	day_of_week	quarter	year
2007-01-01	Monday	January	1	1	1	1	1	1	2007
2007-01-02	Tuesday	January	2	2	2	2	2	2	2007
2007-01-03	Wednesday	January	3	3	3	3	3	3	2007

jeff 10:24 AM

Nice, yup we see lots and lots of big companies hack up some internal thing

jeff 10:34 AM

Anything there you'd like to see in

steve 10:35 AM

"temporary table name for query results"

I don't know what that does

but if it does what I think it does that could be awesome

jeff 10:40 AM

What do you think it should do?

steve 10:40 AM

saves the result set as a temporary table available to future queries

oh wait the screenshot here is diff from the one on the site

<http://nerds.airbnb.com/wp-content/uploads/2015/03/demo.gif> (Not automatically expanded because 3MB is too large. You can [expand it anyway](#) or [open it in a new window](#). ▶)

BUILD COMMUNITIES

- **Build communities around your problem area.**
- **Offer advice/assistance, ways to engage with others in the community.**
- **Works particularly well for technology solutions for traditional service businesses that are organizing as products.**
- **Convert community members into first customers, evangelists, or lead generators.**
- **Downsides: Potentially very time intensive.**

CREATING CONTENT



George Acs , [Option to Profit](#) (907 clicks)
Portfolio strategy, dividend investing, mega-cap, large-cap
[Profile](#) | [Send Message](#) | [+ Follow](#) (3,046 followers)

Scottrade

\$0 Set-Up Fees

Open An Account

optionshouse

\$495

Flat Rate Stocks

OPEN AN ACCOUNT

E*TRADE

OPEN AN ACCOUNT

charles SCHWAB

Earn 300 commission-free online trades.

Get Details*

IYW

iShares U.S. Technology Fund

iShares by BLACKROCK

TD Ameritrade

Get your trade on

I Could Do With Less Transparency

Mar. 1, 2015 2:39 AM ET | [71 comments](#) | Includes: [ANF](#), [BAC](#), [BAX](#), [BBY](#), [CAT](#), [CHK](#), [LVS](#), [MRO](#), [UAL](#)

Disclosure: The author has no positions in any stocks mentioned, but may initiate a long position in ANF, BAC, CHK, LVS, MRO, UAL over the next 72 hours. ([More...](#))

Summary

- The stock market demonstrated its sensitivity to interest rates this week moving up and down at suggestions that rates might go up later or sooner, respectively.
- While some may not be willing to exercise transparency themselves, they believe it is lacking in the FOMC and may belie outside influence on policy.
- Transparency carries with it the potential burden of having too much information and cluttering thought processes.



It was interesting listening to the questioning of FOMC Chairman Janet Yellen this week during her mandated two-day congressional

CREATING CONTENT

- **Positions you as an expert.**
- **Relatively scalable, one piece of content can reach a large audience.**
- **Potentially drives revenue.**
- **Build loyal following before building anything!**
- **Generates SEO.**
- **Downside: How do people find your content?**

AFFILIATE MARKETING



AFFILIATE MARKETING

- **First cousin of paid search.**
- **Distribute your product of “affiliates”, who promote it to their users in exchange for a bounty on acquisition.**
- **Can be forged through direct relationships or through networks.**
- **Acquisition Marketing! Only pay when actual customers are acquired, as opposed to CPC/CPM ads.**
- **Downside: Finding strong affiliates, noise.**

BUSINESS-TO-BUSINESS PRODUCTS NEED DIFFERENT TACTICS

B2B PRODUCTS

- **Should be direct-sales driven.**
- **Recruit your first customers before building anything; provide as service if possible.**
- **Paid search and other channels still potentially useful depending on sales cycle and volume.**
- **Enter into pilot agreements, cancellation terms, or discounted agreements in necessary.**
- **Customers should have skin in the game!**

FIRST CUSTOMERS



One Hundred
Customers!

**WHAT SHOULD BE YOUR
PRIMARY CHANNEL FOR
ACQUIRING CUSTOMERS?**

LONG-TERM MARKETING CHANNELS

- **Paid search – Products that directly generate revenue with each acquisition or are clearly monetized (E-commerce).**
- **Community Based – Niche markets or problems that depend on high, lasting engagement for repeat sales/high LTV.**
- **Content Driven – Products that will depend on advertising for their business model. Lowers the cost-per-acquisition through organic growth.**
- **Viral Growth – Products that's key asset is customer acquisition/data.**
- **Trade Shows / Events – Typically B2B, high cost of acquisition or high dollar sales.**

BETA GROUPS

BETA / PILOT GROUPS

BETA GROUPS

- **Typical comprised on volunteers willing to test your products.**
- **Consists of early evangelists; whoever is most excited about their problem being solved.**
- **More willing to tolerate incomplete products or known issues in exchange for early access/better customer service/input in product.**
- **B2B: Usually discounted or comes with terms. Free is not advisable unless low-dollar sale.**

WHERE WILL YOU PROMOTE YOUR PRODUCT?

PUBLIC RELATIONS

EARNED VS OWNED CONTENT

PARTNERS / SUPPORTERS