

GO-TO-MARKET STRATEGY

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PDM8

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, sans-serif font with a small yellow dot above the 'i' and 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


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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

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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

A screenshot of the Slack mobile app interface. The top bar is dark purple with the word 'Wagon' in white. Below the top bar, there are three items in the left sidebar: a purple square with a white 'W' and a small white icon below it, a black circle with a white 'PM' and a small white icon below it, and a white square with a blue truck icon and a small white icon below it. The main content area is dark purple. It has a section titled 'YOUR CHANNEL' with a green bar containing the text '# bandwagon'. Below this is a section titled 'DIRECT MESSAGES' with a plus icon to its right. Under 'DIRECT MESSAGES', there is a list of contacts: 'slackbot' with a heart icon, 'jeff' with a green circle icon, 'mark' with a grey circle icon, 'matt' with a green circle icon, 'mike' with a green circle icon, and 'patrick' with a green circle icon. At the bottom of the list is a link '+59 More...'. The bottom of the screen is a dark purple bar.

#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


[illegible]

 **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

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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

ADDITIONAL GO-TO-MARKET CHANNELS

- **Business Development**
- **Public Relations**
- **Search Engine Optimization**
- **App Store Optimization**
- **Social Ads**
- **Offline Ads**
- **Email Marketing**
- **Engineering as Marketing**
- **Contests**
- **Speaking Engagements**
- **Tradeshows**
- **Etc Etc Etc**

