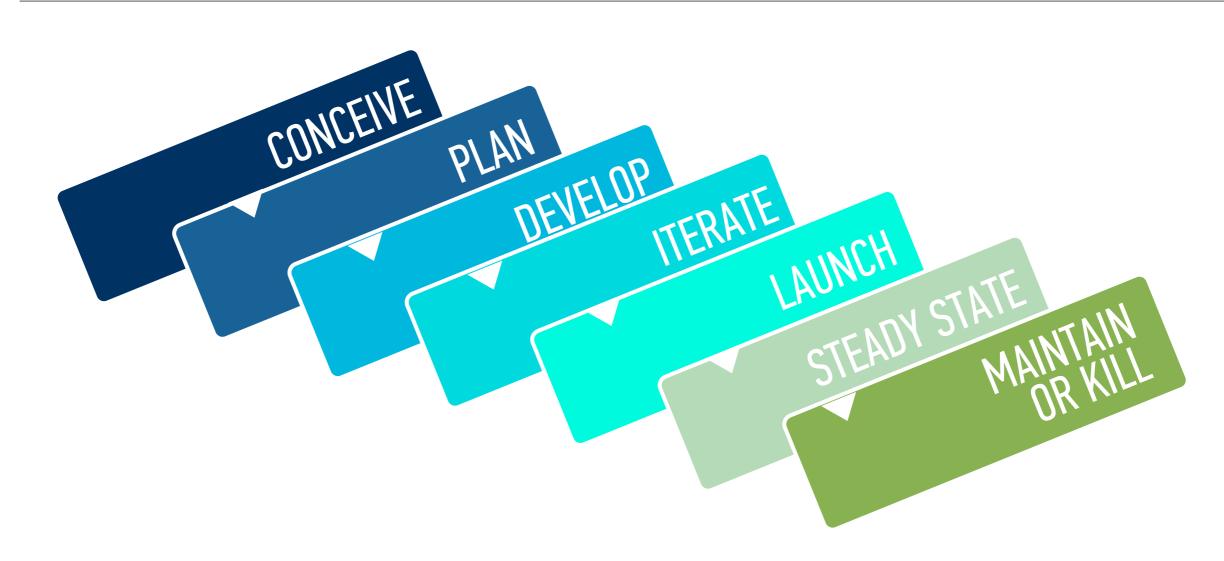


GO-TO-MARKET STRATEGY

Andy Acs
PDM8

MOVING FORWARD ON YOUR PM PATH



GO-TO-MARKET STRATEGY

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

GTM STRATEGY

WHYDOYOUNEED 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?

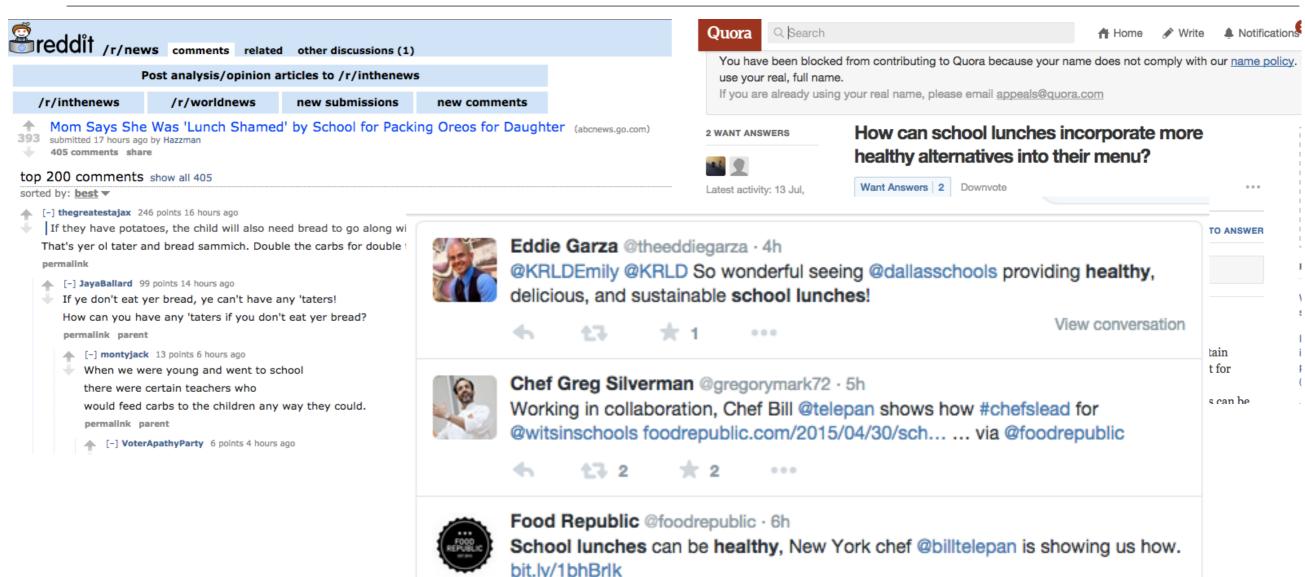


Paid Search.

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-peracquisition.
- Test new iterations cleanly.
- Downside budget, mistakes can be costly, anonymous.

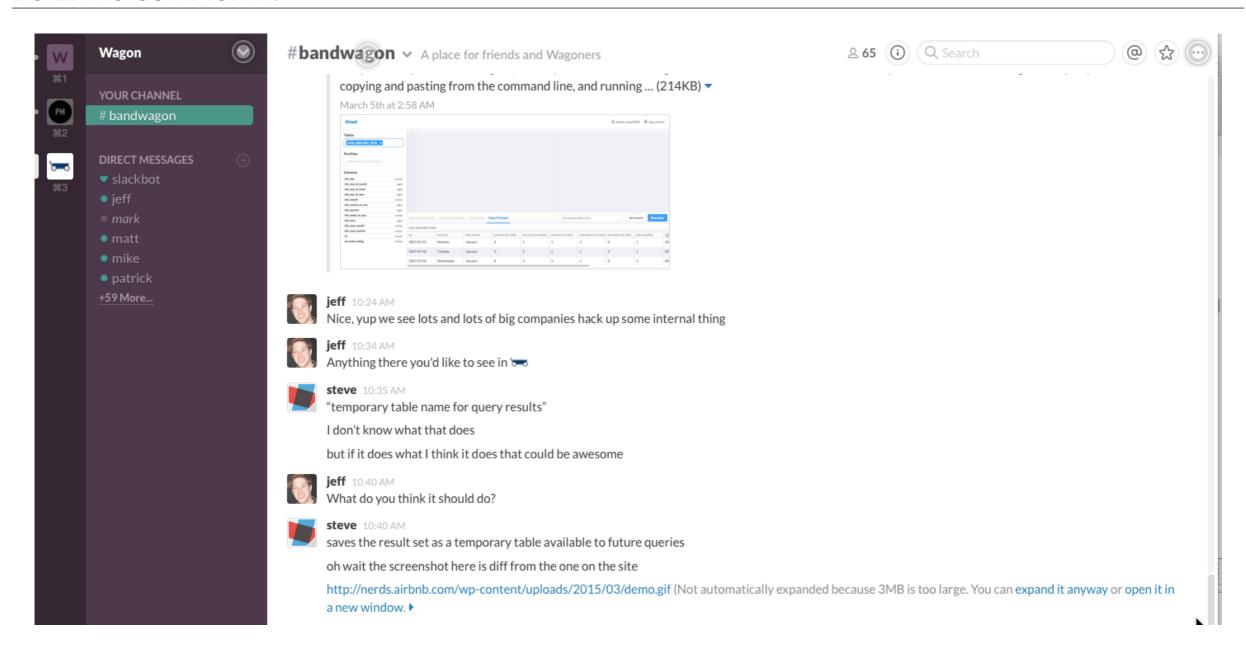
DIRECT ENGAGEMENT



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



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



Portfolio

Articles

News

StockTalk

Alerts

PRO

Search by



George Acs , Option to Profit (907 clicks)

Portfolio strategy, dividend investing, mega-cap, large-cap

Profile | Send Message | + Follow (3,046 followers)















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.

Transparency is the new Black

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



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 / 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

