Go-To-Market Strategy Template & Checklist

What it is:

A go-to-market strategy is a tactical action plan that outlines the steps you need to take to succeed in a new market or with a new customer. Use this checklist and template to help define and present your strategy to your team.

Get step-by-step instructions on how to write your own go-to-market strategy on the Planio blog.

PRE-STRATEGY CHECKLIST

What do you need to research and define before you create your go-to-market strategy?

- ☐ **Product-Market Fit** – Why did you make this product or feature?
- ☐ **Audience personas and buyers** – Who are you selling to?
- ☐ **Competitive landscape** – Who are you competing against?
- ☐ **Distribution** – How and where will you distribute it?
- ☐ **Sales (or marketing) plan** – Do your customers respond more to sales or marketing?
    - ☐ Price
    - ☐ Market size
    - ☐ Product complexity
    - ☐ B2B or B2C
    - ☐ High or low-touch selling (i.e. are you marketing or sales-focused?)

GO-TO-MARKET STRATEGY TEMPLATE

Use this template as a guide to help you create your own go-to-market strategy.

Project Details

Product or Feature Name	
Project Leader	
Launch Date	

Project Overview & Objectives

Project overview:

What have you built?

Objectives:

What are your 1–3 goals with this product? Increase revenue? Drive awareness?

Break into a new market?

Business case:

Why are you creating this product or feature? How do you know it has product-market fit?

Context:

How does this launch fit within your long-term product plan?

How should the rest of the company prioritize this feature launch?

Competitors & Positioning

Direct competitors:

Who are you directly competing against in the market? List in order of size/challenge.

In-direct competitors:

What other products or features are you competing with?

For example, if you're launching a support product for teams, you're competing with email and

 other tools. Not just other support products.e.

Main value proposition	What makes you different from the competition above?
Positioning	Where does your product fit in the market? (i.e. you're the "luxury AirBnB")
Messaging plan	How do you talk about the value you create for users? Pick 3 pain posts you solve.
Sales and support materials	What other support/resources are needed to support and sell this product?
Customer journey	What behaviors do customers take before and after becoming a user? Where are they in your product "funnel"?
Use cases	How will people actually use your product?
Pricing	How much does your product cost? Why?

Buyer Personas

Who buys or influences the buying decision for your product or feature? Depending on your product, you might have to consider all or just one of these personas.

Persona	Description	Pain Points	Product Solution
Initiator	Shows initial interest.	What are the 1–3 issues that bring this persona to your product?	How does your product solve these issues? Use these to define your messaging/marketing plan.
User	End-user.		
Influencer	Convinces others that the product is needed.		
Decision-makers	Makes the final purchasing decision.		
Buyer	Controls the budget.		
Approver	High-level approver (such as CEO/CTO).		
Gatekeeper	Blocks purchase or implementation.		

External marketing or sales plan

Briefly describe how the deliverables will be put into practice and other additional needs.

For example, if you're redesigning a website, how will old pages be migrated or integrated? Are your analytics going to still work? Are you switching the domain? Uncover needs and risks here.

Strategy	Lead	Tactics
Content marketing	Content marketing manager	• Publish launch blog post & email to subscribers • Write 5 blog posts around user pain points • Guest post about pain points on partner sites
Lead generation		
Paid/social advertising		
SEO/SEM		
Outbound sales		
Events and PR		

Success Metrics

What is the main purpose of this new product and how will you know if it is a success?

Metric	Hypothesis/Projection	How to monitor
Landing page organic visits	Our new product launch will cause a 50% increase in organic visits to the landing page.	We will monitor Google Analytics and report weekly.

Summary & Ongoing support

Break down the high-level summary of your go-to-market strategy and how you will continue to grow and support this launch.

Appendix

Include any additional details such as acquisition costs, supporting data, details on ad campaigns, a communication plan for working with outside agencies, etc...