
Go To Market Strategy

Michael Ashley



**What am I
passionate about?**

I love Fishing!





I love Catching, too!

If you were a fisherman

And you wanted to sell your
fish... You would say:

I have to take my fish
to the market

(fish market)

나는 내 물고기를 시장에 가져가야 한다

**When you have a product
or service and you're ready
to sell...**

제품이나 서비스가 있고 판매할 준비가 되면...

You take your product or service to the market

제품 또는 서비스를 시장에 가져가라.

You create a “Go-to-Market” Strategy

„시장 진출“ 전략을 수립합니다



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Also known as MASH



Entrepreneur

FastPencil, Accellion, Shape Security,
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Consultant

Product, Marketing, Operations, Strategy,
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Educator

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Agenda

- Introduction
 - Part 1: Go-to-market Concepts and Strategies
 - Part 2: Creating a Go-to-market Plan
 - Review Assignments and Share
 - Wrap up
-

Introduction

신제품 출시? 새로운 시장에 진출하고 있습니까?

Launching a new product? Entering a new market?

Your go-to-market strategy is
crucial to your success.

당신의 시장 진출 전략은 당신의 성공에 매우 중요합니다.

What is a Go-to-Market Strategy?

시장 진출 전략이란 무엇인가?

A Go-to-market Strategy **IS NOT** A Corporate Marketing Plan

시장 진출 전략은 기업 마케팅 계획이 아닙니다

대기업

Corporate Marketing Plan:

Aligns to the company's
broad goals and objectives across
all products, services and partners

스타트업

Go-to-market Strategy:

진출하려는 제품, 서비스 또는 시장을 위한 틈새 시장

Niche for the product, service
or market you're entering

모든 제품, 서비스 및 파트너에 걸쳐 회사의 광범위한 목표와 목표에 부합

Corporate Marketing Plan:

- Aligns to the company's broad goals and objectives
- Includes annual roadmap, research, costs, resources
- Outlines marketing activities like
 - Advertising
 - Promotions
 - Public Relations
 - Digital Marketing
 - Direct Sales
 - Events

연간 로드맵, 연구, 비용, 리소스 포함

다음과 같은 마케팅 활동 개요



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Example of a Corporate Marketing Plan



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Example of a Corporate Marketing Plan

Go-to-market Plan

제품, 서비스 또는 새로운 시장을 위한 틈새 시장

- Niche for the product, service or new market
- Includes internal and external stakeholders 내부 및 외부 이해관계자 포함
 - Sales teams 영업팀
 - Distribution channels 연도별 분포
- Value proposition
- Unique customer experience
- Competitive advantages





Business Model Canvas for Startups

Why do I need a Go-to-Market Strategy?

Benefits of a Go-to-market Strategy

- Reduce the time it takes to go to market
- Lower the costs associated with failed launches
- Deliver the best experience for your customers
- Provide clear direction for internal and external resources

스타트업은 너의 customer들이 최고의 경험을 하게 만들어야한다!!!

4 Components of a great GTM strategy

GTM Strategy Includes

- Product Strategy
 - Differentiators
 - Messaging
 - Pricing
- Market Strategy
 - Awareness
 - Segmentation
 - Support
- Channel Strategy
 - Where will you sell
 - Education
 - Partners
- Key Objectives
 - Customer journey
 - Key results
 - Measures of success

The FOUNDATION
of a Go-to-Market plan
is **STRATEGY**

Before you start:
RESEARCH
DISCOVER
DEFINE

Research, Discover, Define

- Research your customers
- Discover product and problem validation
- Define your objectives and key results
- Try to answer: Who, what, where, when, why, how?

Let's do an exercise...

Understand Your Customers (exercise)

Imagine you have an idea for a new product called: SmarTeria

First try to think about your customers wants, needs and habits:

Who will buy your product? cafeterias including korean schools, military

Where do they shop? online sites

How much money do they have to spend? monthly subscription depending on the contrac and 10% of the reduced cost for the wasted food comparin

How big is the market for this type of thing? country level

What is the problem they are trying to fix? cost for wasted food and sustainable development

Are they doing anything today to try to fix it?

Who will you be competing against?

How many do you think you can sell per year? 2 billion won

How often do customers use a product/service like yours?

Understanding Yourself (exercise)

Now think about yourself, and your product or service:

Who do you need to partner with? _____

What price will you charge? _____

Where will you sell your product or service? _____

When is it available? _____

Why should customers buy your product, and not the competition? _____

Why are you the right person to start this business? _____

Why is NOW the right time to start this business? _____

How will you reach your customers? _____

How will they find you? _____

How will you deliver the product or service? _____

How to get data:

- **Competition claims on their website**
 - **Analyst publications**
 - **Customer interviews and surveys**
 - **Proxy (a product that is similar, but different)**
-

—

Product Strategy

3 Elements:
VISION
MESSAGE
PRICE

Product Vision

Vision: Where do you want to go?

Paint a picture of the future you want to create.

Shared vision with all stakeholders is critical to success.

Product Message

1. Get to the point:
“Our product cuts production time in half”
 2. Take the customer’s viewpoint:
“It takes 10 minutes to learn our product”
 3. Use familiar language:
“We help your sales team close deals more quickly”
-

Product Message (Continued)

1. Informal: “No surprises, ever”
 2. Say something original:
“You’ll feel like you won the lottery”
 3. Doesn’t need an explanation: “Win more”
 4. Makes you smile:
“It’s rocket science meets brain surgery,
but way easier to use”
-

Product Price

Freemium?

Introductory Pricing?

Price positioning - competitive advantage?

Keep it simple

Channel Strategy

Identify Your Primary Channels

Where do your customers buy?

Where are you best suited to sell?

Choosing the best channel strategy

Educating Customers

How will your customers learn about your product?

Do they require training? A Demo?

Can you create a bridge from another product?

Training Sales

Prior preparation prevents poor performance

Sales teams have one goal: Make money.

The more training you provide the easier it is for them to succeed.

Market Strategy

Value Proposition

[PRODUCT] helps [TARGET CUSTOMER]

[DO WHAT]

so that [BENEFIT].

Unlike [COMPETITION],

[PRODUCT] does [A, B, C], which results in

[COMPETITIVE ADVANTAGE].

Value Proposition Example

[SuperBackPack] helps [College students]

[Carry books, snacks and notepads to class]

so that [They don't hurt their back].

Unlike [Regular backpacks],

[SuperBackPack] has [anti-gravity straps], which results in a

[Lighter and more comfortable backpack].

Value Prop Exercise - Due After Break

[MY PRODUCT SmarTeria]

Helps this [TARGET CUSTOMER_____]

[DO WHAT _____]

so that [BENEFIT _____]

Unlike [COMPETITION _____],

My product does [A_____, B_____, C_____], which results in

[COMPETITIVE ADVANTAGE_____].

Personas and Use Cases

Who are the customers?

What are their needs?

What problem does this product solve for them?

What are the use cases?

Marketing Programs

Digital Marketing: Web, Social, Blog

Demand Gen: Emails, Webinars

Events: Private event, conference, Show-Stoppers

Special Promotions, Limited Time Offers, Demo, Free Trial...

Customer Journey

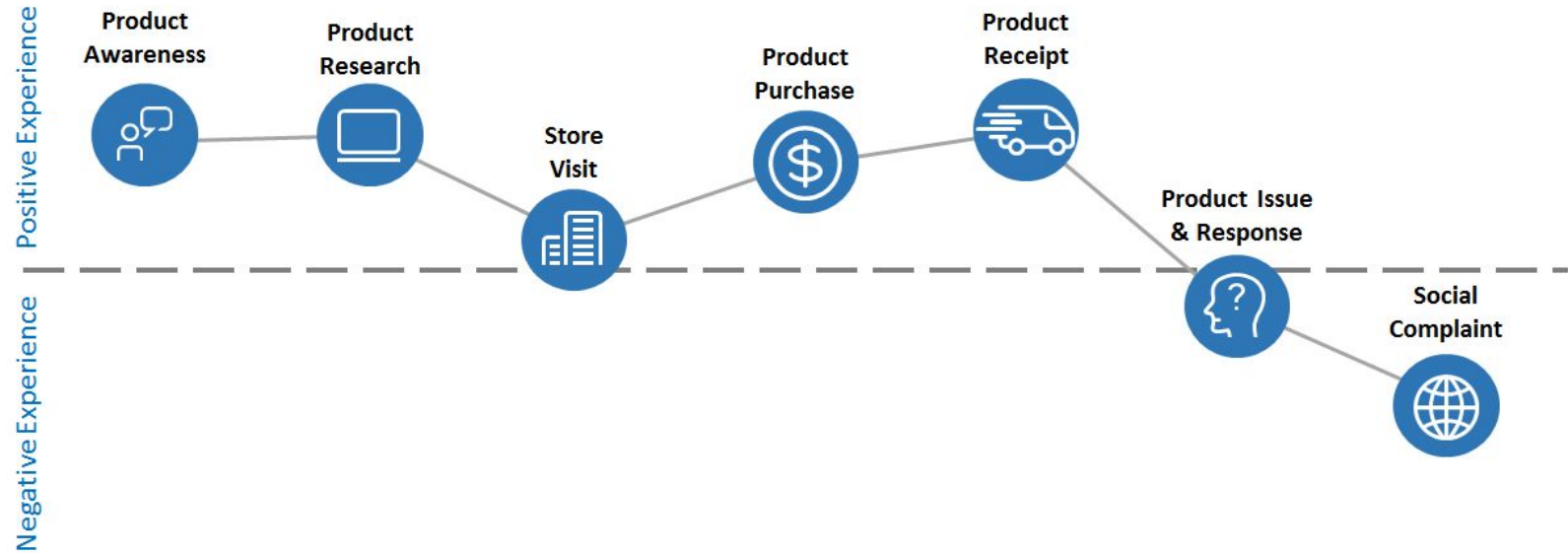
Awareness (How do I find you?)

Consideration (I'm comparing options)

Purchase (How do I buy it?)

Retention (Should I keep buying/using it?)

Advocacy (I love it!!! Tell my friends)



Customer Journey

Measures and Results

Objectives

Establish at least 3 clear objectives

Objectives should be measurable

Objectives should be in line with company objectives

Objectives should have an end date

Key Results

Each objective should have at least 3 key results

Key results are how you measure success for objectives

“Our objective is to gain 10% market share within 90 days”

“Key result: 10% shelf space at major retailers”

Customer Experience

Always stay connected to the customer

Customer Journey

Looking for friction

Continue to evolve your strategy

Go Slow to Go Fast

Let's Create a Go-to-market Plan

Market Overview

- Customer Problem Statement:
- Our Unique Capabilities to Solve the Problem:
- Market Size and Opportunity:

“First part of the Value Proposition goes here”

Customer Selection

- Best Customer Segment
- Customer Targeting (pain points)
- Positioning Statement

“Unlike the competition, we have features X,Y,Z, which result in a (better, faster, cheaper, or transformative) product.”

Marketing Mix

- Product Tagline
 - Price
 - Place
 - Promotions
-

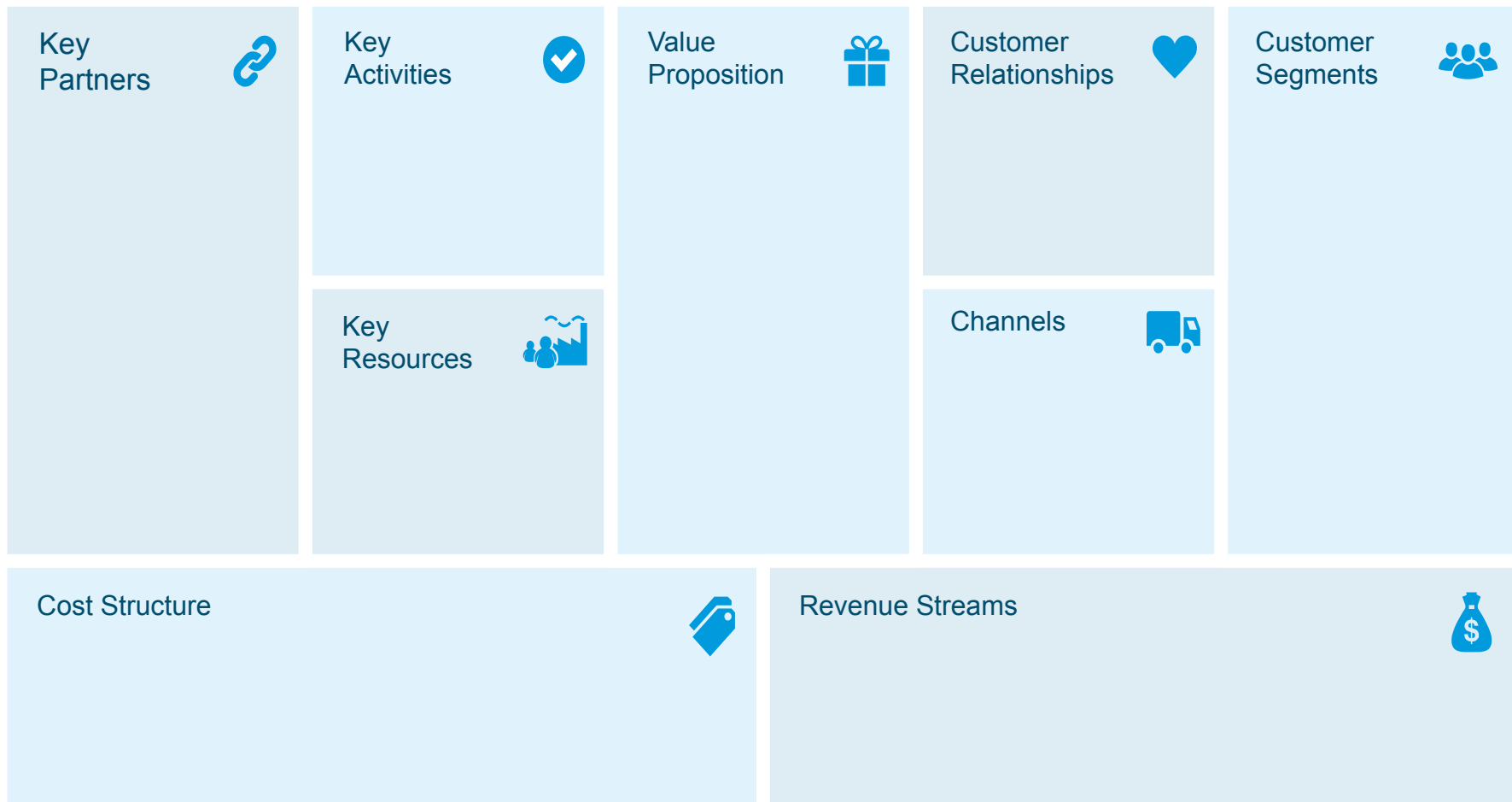
Customer Retention

- Awareness
- Evaluation
- Purchase
- Loyalty
- Advocacy

Network Effect: Try to design your product or service so it's more valuable when more people use it... like Instagram or TikTok.



Example Go-to-market Plan



Business Model Canvas for Startups



Thank You!

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Feel free to connect with me!