

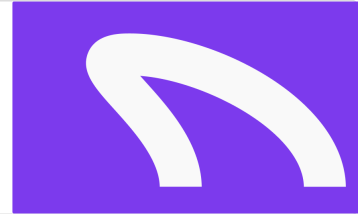


Go-to-Market Strategy Template by LeadShark.io

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LeadShark - Automate your B2B lead generation with LeadShark. Boost your sales with LeadShark's solutions, designed to connect you with high-intent prospects. LeadShark streamlines your lead acquisition, ensuring a higher conversion rate and a robust ROI.

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What is Go-to-Market Strategy?

A go-to-market (G2M) strategy is a comprehensive plan businesses use to bring a new product, feature or a new service to market.



What is Go-to-Market Strategy comprised of?

This Go-to-Market Strategy Guide includes: the Problem, Product, Unique Value Proposition (UVP), Target Audience, Customer Profiles, Competition, Pricing, Marketing & Sales Plans and Objective Key Results (OKRs).



Notion G2M Template by LeadShark

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G2M Template (by LeadShark 🦈)

Problem

Define the problem/pain point that your product is going to solve.



Problem:

Product

Detailed explanation of the product with a solution to the problem/pain point. What it is, how it works and what features it has. Which version will have which features and with which version you are entering the market with.



Product:

Unique Value Proposition

Describe how you are solving the problem above in a different and better way than competitors, what your unique features are.



UVP:

Target Audience

Describe your immediate audience that will potentially use your product first during the launch year. Then describe a bigger audience that you are planning to reach afterwards (if there is)



Initial Target Audience:

Secondary Target Audience:

Customer Profiles / ICPs

Describe your ideal customer profile that you are going to attract who will be your users.



ICP #1:

ICP #2:

ICP #3:

Competition

Describe the market with existing alternatives (preferably with their strengths and weaknesses and where they compete with your product, where they don't).



Competitor A:

Competitor B:

Competitor C:

Pricing / Plans

Determine the prices of your product/service, define packages, subscription/membership/usage plans, different price-tiers etc.



Pricing:

Marketing / Sales

Define which commercial tactics you are going to use, which channels you are going to utilize and an action plan you are going to implement to attract users and/or sell your product

Regional strategy – *where are you going to start from and an initial plan of utilizing that region, which region is the next, etc.*



MKT Strategy:

Channels – *for both sales-led growth and product-led growth for generating marketing-qualified and/or sales-qualified leads and action plans/activities for each:*



Landing Page:



App Stores:



Social Media

1. LinkedIn
 - a. Paid:
 - b. Non-paid:
2. Instagram
 - a. Paid:
 - b. Non-paid:
3. X (Twitter)
 - a. Paid:
 - b. Non-paid:
4. TikTok
 - a. Paid:
 - b. Non-paid:
5. Youtube
 - a. Paid:
 - b. Non-paid



Search Engine

1. SEO (Search Engine Optimization) Objectives:
2. SEM (Search Engine Marketing) Targeted Keywords:



Network (referrals, introductions, advisers):



Partnerships:



Events:



News/PR:

Growth Strategy

Define strategies & models for growth (Freemium, Free-trial, PLG, Growth-Hacking).



Growth Strategy:

MGM Strategy

Define member-get-member (MGM) strategy (how will you encourage word-of-mouth)



MGM Strategy:

Sales Strategy

The plan for reach out to sales-qualified leads (cold-calls / cold-emails / meetings / demos etc.)



Sales Strategy:

Objective Key Results (OKRs)

Examples: #of users or subscriptions, etc., sales target (monthly and annual)



OKRs:

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