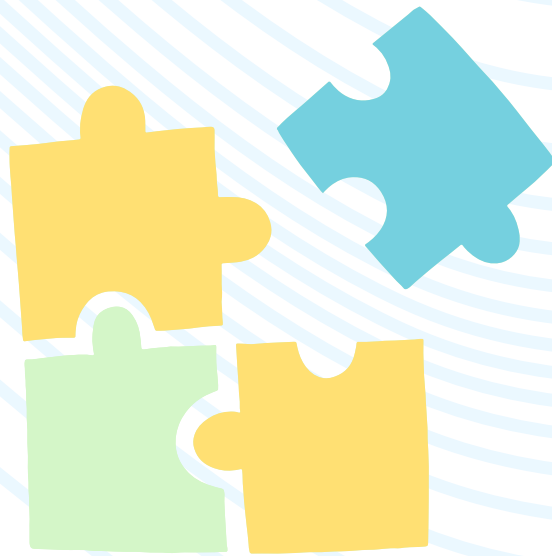


DESIGNING GTM FOR YOUR FEATURE



UNDERSTANDING IMPACT



WHAT IS GTM?



02



Go To Market Strategy - more commonly called as GTM by professionals refers to the overall execution plan needed to make an initiative deliver the maximum payoff

Why is a GTM needed?



- Attention span of customers are very low
- High competition in the market can dampen impact
- According to Geneca, **75% software projects fail to deliver impact**

Primary goals of any GTM are threefold:



- Deliver high satisfaction to Users and other stakeholders
- Deliver good ROI for the business overall
- Create or Increase competitive advantage for the company

Who has ownership of a Software Feature GTM?



- Product Managers
- Business, Marketing teams

PM School Templates



PARTS OF GTM



03

PRE-LAUNCH

POST-LAUNCH

Target Market

Proposition

GTM Channels

Sales and Marketing

Stakeholders

Timelines

Backward
Compatibility

Support Team

Metrics

Beta Testing

Analysis

Force Update

Full Rollout

PM School Templates

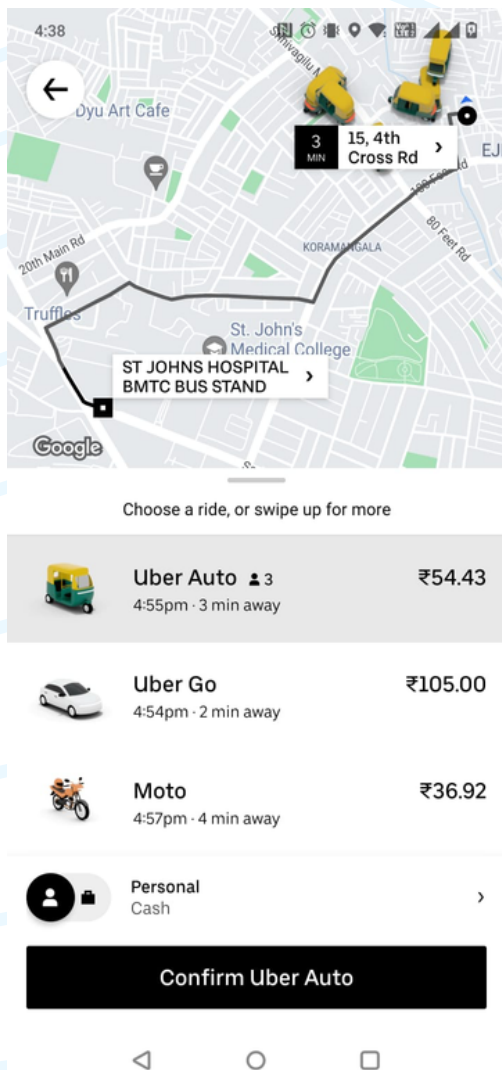


Target audience

04

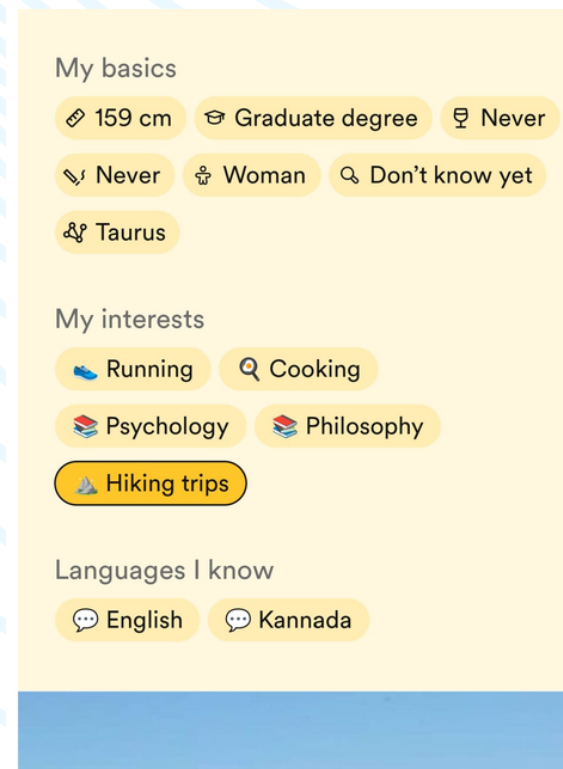


Every platform, app and product has a core audience that we solve for. These core user cohorts have their own pain-points , motivations that need to be solved using product features



Here Uber knows that **it's users are anxious about the ETA to reach a place.**

Hence they introduced the ETA feature which uses ML to predict time to reach



Bumble knows that it's users want to check compatibility before swiping right.

It has created a **feature to highlight common interests** to improve matches

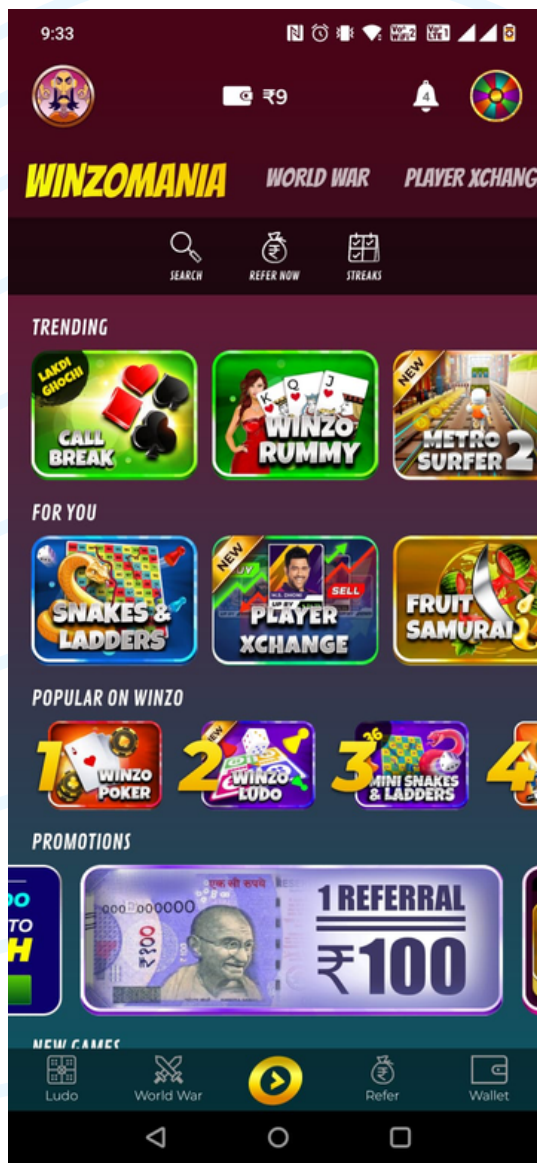


Positioning

05

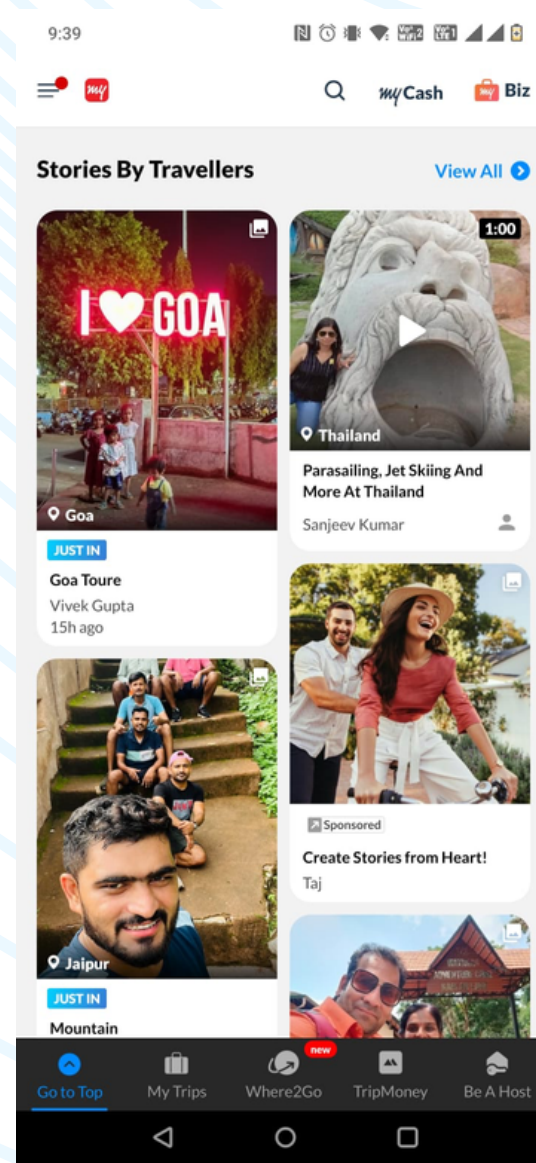


Value proposition or positioning refers to how your feature is solving for the user cohort's problems. It also defines how you differentiate yourself from the competitors



Winzo games knows that it's user cohort has a slow learning curve.

Hence it's home page prioritises casual games over skill based games



MMT aims to build stickiness by showcasing stories of customers who booked through it's platform.

The feature positions MMT as a one stop solution for all travel needs

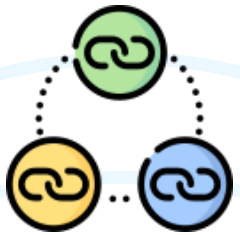


GTM Channels

06



GTM Channels refers to the mediums through which you can reach to your audience and communicate about the new features that have been rolled out to them. GTM Channel can be both internal or external



Internal GTM Channels can range from **Employees, Notifications, Previous hook features within the platform etc**

Example: Interstitial ads in apps, sticky buttons etc can be sources of internal GTM tools



External GTM Channels can include **marketing channels (Digital and Physical channels) apart from channels like Partnerships, Word of mouth marketing etc**

External GTM Channels can be either organic or inorganic



Sales and marketing

07

Marketing initiatives indicating the new feature needs to be taken up in **both organic and inorganic channels**. Your target customers should be aware of the new changes leading to better results



Example:

1. The Ads coming in Spotify indicating that files stored in your phone can be played on Spotify itself
2. PayTM promoting ONDC led deliveries on its app

There may be increase or change in the number of leads coming into the platform after a feature release. Having the sales team aligned on how to convert leads coming in as a result of the new feature releases is important for GTM



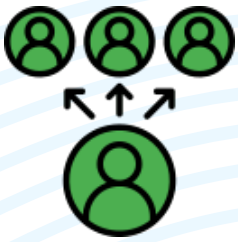
Example:

1. Cars24 and other car resellers have dedicated call centres setup for users who have reached till the step of adding their desired car



Stakeholders

08



Apart from Marketing and Business teams there are other stakeholders who need to be kept in mind while planning for GTM

1. Finance Team
2. Operations Team



You will be working with Marketing team and other teams to draw up the GTM and there will be expenses related to it. Keeping the Finance team looped in and aligned on the thought process is a critical part in ensuring that the feature release goes as planned



In Operations heavy businesses like Broadband, Cab Hailing businesses etc you will have onground Operations team as well. New features can potentially have impact on them. Keeping them informed with the help of tutorials and other documentation multiplies the efficacy of feature release



Timelines

09

There are primarily three things to keep in mind when you are going live with a feature:



1. Inter team dependencies
2. Time for experimentation
3. Overall business priorities

Inter Team Dependencies:



1. Your feature may have dependencies with other teams to implement changes
2. You need to ensure that overall timeline is not affected by this

Experimentation:



1. You will release your feature slowly in phases and see that everything is working as intended before complete rollout



Business Priorities:

1. A feature might be very critical to business team and the priority should be aligned with all stakeholders



Backward compatibility

10

What is Backward Compatibility?:



- Most features will be sent out in a particular version of app or web app
- Ensuring that users on older versions don't have their UX/UI disrupted in Backward Compatibility

Why is it needed?



- Not all users will be given an app or webapp upgrade at once
- Users may simply ignore app updates thinking them as unnecessary
- Your feature may have dependencies with other teams who may roll out their code before or after you

Things to note when you are delivering a feature



- Backward compatibility is both code and data related
- The feature developed should work as-is with older versions of frontend and backend (if needed)
- There may data that needs to be migrated for the feature to work properly, this needs to be thought through by PM, EMs



Support Team

11

Informing Support Team:



- Support teams look out for customer related feedback, app crashes and other alerts in any software firm
- As a PM, you need to keep them inform about the release timelines

What to look out for?



- When you rollout a new feature there are high chances of increased customer complaints, drop in metrics and bug reports
- You need to be monitoring these red flags along with support team to ensure that new feature is breaking anything

Documentation to be given to the Support team




- FAQs, BRDs and other details which can help Support team understand the new feature needs to be handed out
- Relevant training and helping them troubleshoot problems incase of outages needs to be handled by the relevant teams




Success criteria

12

Success Criteria:

- 
- Any feature being rolled out will be targeted towards improving metrics along with a target
 - Success criteria will be broadly clubbed under any of the following buckets Acquisition, Activation, Retention, Revenue, Referral (**AARRR**)

Examples:

- 
- Acquisition:
 - Increase in DAU, MAU, WAU as a result of feature
 - Activation:
 - Increase in number of sessions per user per week
 - Increase in the average session time per week
 - Retention:
 - Number of users who use after 7 days of app installation
 - Revenue:
 - Decrease in funnel drop-offs due to a feature
 - Referral:
 - New customers onboarded per existing customer

Beta testing

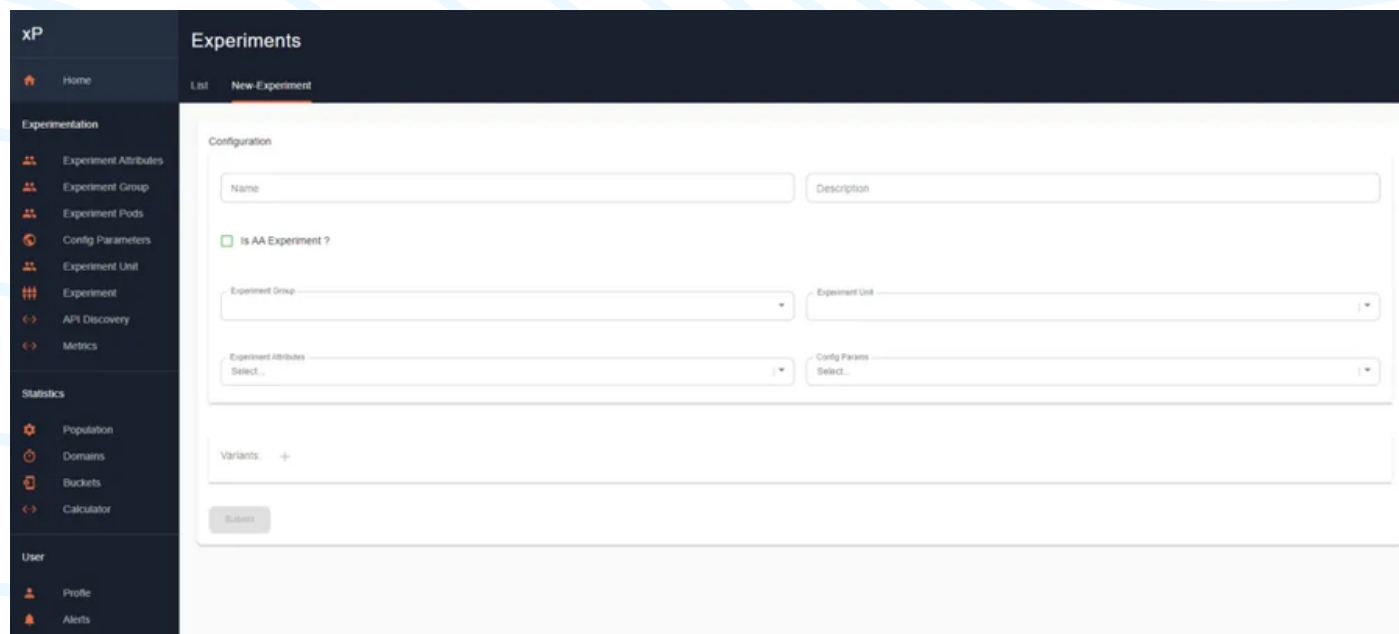
13

Beta Testing:



- Not all features are rolled out to 100% of users in one shot
- Most large organisations roll out a feature to subset of users to understand the efficacy of the feature
- Success metrics defined in previous stages are used as yardsticks to see if the feature has

Examples: Swiggy has it's own Swiggy XP platform where PMs, Business Teams can define and run experiments on subsets of users at scale (<https://bytes.swiggy.com/experimentation-platform-xp-at-swiggy-part-2-90f4c3953b08>)




The image shows a screenshot of the Swiggy XP platform interface. On the left is a dark sidebar with a menu. The top of the sidebar has 'xP' and 'Home'. Below that is 'Experimentation' with options: Experiment Attributes, Experiment Group, Experiment Pods, Config Parameters, Experiment Unit, Experiment, API Discovery, and Metrics. Further down is 'Statistics' with Population, Domains, Buckets, and Calculator. At the bottom is 'User' with Profile and Alerts. The main area is titled 'Experiments' and has tabs for 'List' and 'New Experiment'. The 'New Experiment' tab is active, showing a 'Configuration' form. The form has fields for 'Name' and 'Description'. Below that is a checkbox 'Is AA Experiment?'. Then there are dropdowns for 'Experiment Group', 'Experiment Unit', 'Experiment Attributes', and 'Config Params'. At the bottom of the form is a 'Variants' section with a '+' icon and a 'Submit' button.



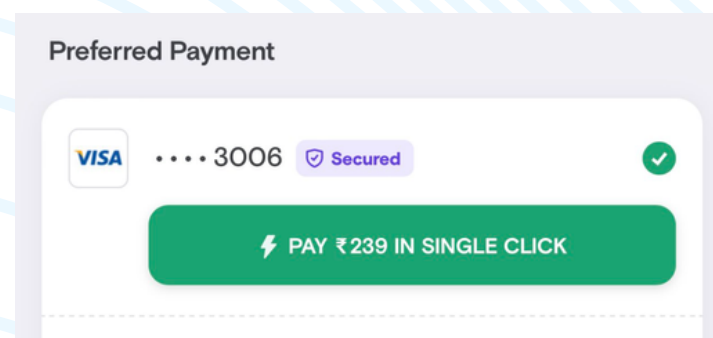
Analysis, improvement

14



Most features released in production tend to miss that last piece of completeness leading to sub-optimal results. **Post-release analysis precisely indicates what is the missing piece in the puzzle to be plugged in**

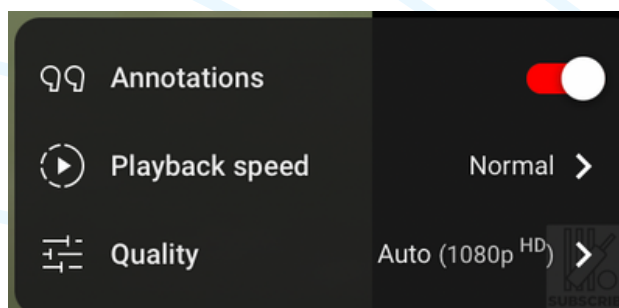
Examples:



Swiggy partnered with Juspay to give an one-click payment option for previously saved cards **leading to funnel improvement**



Time per match is an important metric for Bumble to monitor and speed dating feature is a key validation for data thoroughness



Core users of Youtube have **uses like listening to lectures at faster speeds** leading to this feature

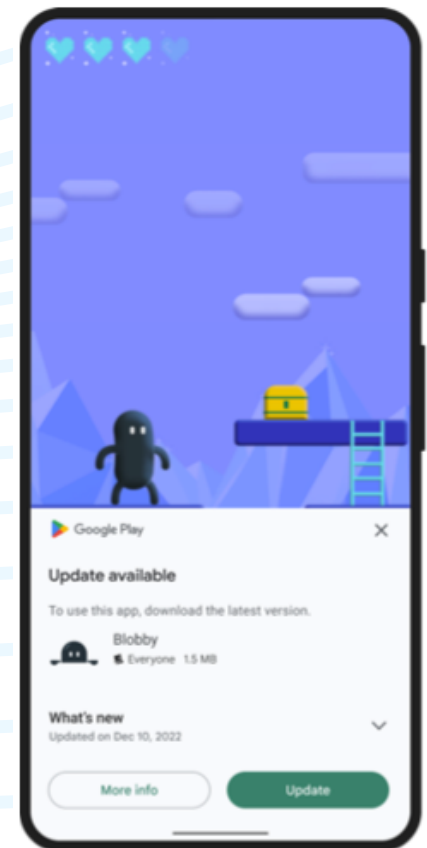
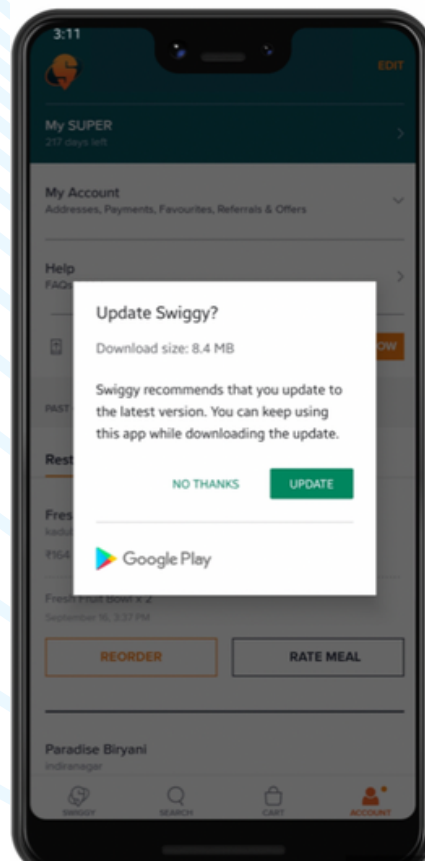
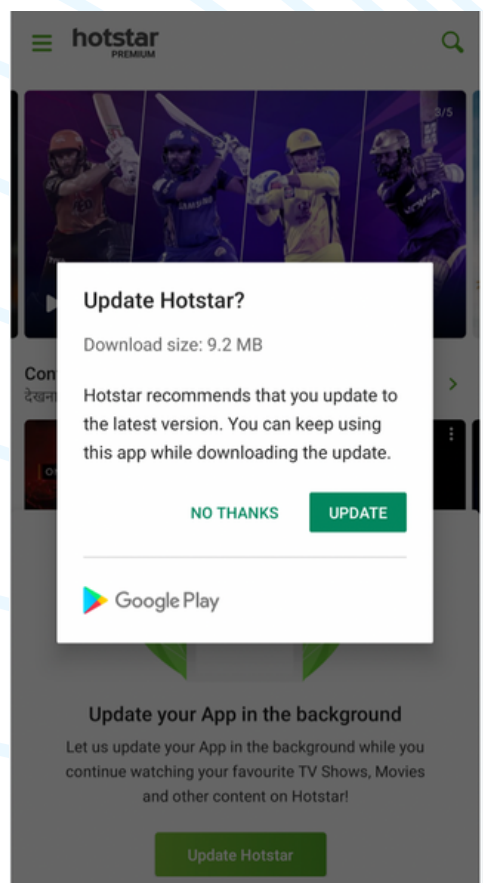


Force Update

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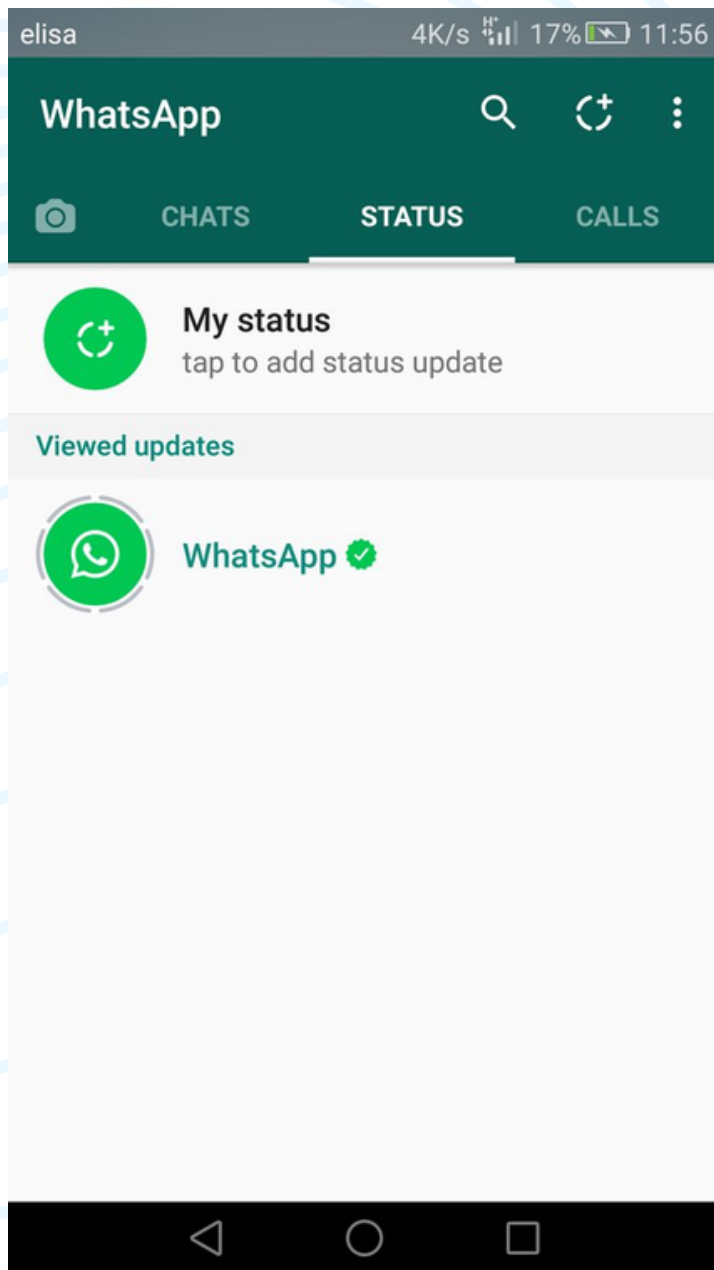
Force update in Mobile Apps:

- Android and iOS allows you to have the users being prompted of updating the app to latest version
- Force update might be required in cases when a critical workflow has to be changed for business use case or a bug has been resolved in older versions of the app
- This might also be needed incase the overall User experience has been improved in newer versions



Popular Examples

16



Whatsapp uses it's status feature as a GTM tool



Threads is using Instagram to quickly onboard users and gain traction

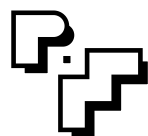
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