

Go-To-Market Strategy Framework

1. Market Definition & Segmentation

1. Identify target market segments
2. Analyze industry trends and TAM/SAM/SOM
3. Map customer personas and pain points

2. Value Proposition

- Define unique selling points
- Positioning statement
- Key benefits & differentiators

3. Product & Pricing Strategy

Product

- Feature prioritization
- Product roadmap
- Packaging & bundling

Pricing

- Pricing model (e.g., subscription, usage-based)
- Tier structure
- Discounts & incentives

4. Distribution & Channel Strategy

- Direct vs. indirect channels
- Partner program structure
- Sales enablement & training

5. Marketing Strategy

- Brand messaging & narrative
- Demand generation plan
- Content & digital marketing tactics
- Events, PR, and thought leadership

6. Sales Strategy

- Sales funnel definition
- Lead qualification process
- Key metrics & quotas
- CRM & sales tech stack

7. Success Metrics & KPIs

- Revenue targets
- Customer acquisition cost (CAC)
- Customer lifetime value (LTV)
- Retention & churn rates
- Pipeline velocity

8. Execution Plan & Timeline

- Milestones and deliverables
- Roles and responsibilities
- Launch checklist

- Risk assessment & mitigation