

Go-To-Market Strategy Outline

1. Target Market

- Customer segments and personas
- Market size and growth rate
- Key problems addressed
- Geographic and demographic focus

2. Value Proposition

- Core product/service description
- Unique selling points (USPs)
- Differentiators from competitors

3. Sales & Distribution Channels

- Primary channels (direct, partners, online, retail)
- Channel strategy and rationale
- Partnerships and alliances

4. Marketing Plan

- Brand positioning
- Key messaging
- Lead generation strategies (inbound, outbound, digital, events)
- Customer acquisition tactics

5. Pricing Strategy

- Pricing model(s)
- Comparison to competitors
- Discount and promotion approach

6. Customer Journey & Funnel

- Awareness to conversion flow
- Onboarding process
- Retention and upsell strategies

7. Success Metrics

- Key performance indicators (KPIs)
- Sales and revenue targets
- Customer acquisition cost (CAC) & lifetime value (LTV)

8. Timeline & Milestones

- Critical phases and launch dates
- Key deliverables & checkpoints
- Resource requirements

9. Risks & Mitigations

- Potential challenges and barriers
- Mitigation and contingency plans

