Go To Market Checklist

DEFINE MARKET & CUSTOMER

- [ ] BUYER PERSONAS
- [ ] IDEAL CUSTOMER PROFILE
- [ ] DIFFERENTIATION
- [ ] ESTABLISH BUYER JOURNEY

VALIDATE PRODUCT-MARKET FIT

- [ ] CUSTOMER DISCOVERY CALLS
- [ ] FEEDBACK FROM EARLY ADOPTERS
- [ ] MINIMUM VIABLE PRODUCT
- [ ] TEST PRICING

CRAFT MESSAGING

- [ ] COMPANY OVERVIEW
- [ ] UNIQUE VALUE PROPOSITION
- [ ] ELEVATOR PITCH
- [ ] TEST & REFINE KEY MESSAGING

BUILD GTM STRATEGY

- [ ] SALES STRATEGY: DIRECT, CHANNEL
- [ ] LEAD ACQUISITION
- [ ] MARKETPLACES
- [ ] ALLIANCE PARTNERSHIPS

BUILD FOUNDATIONAL ASSETS

- [ ] WEBSITE & LANDING PAGE
- [ ] CONTENT MARKETING STRATEGY
- [ ] EMAIL MARKETING & LEAD NURTURE
- [ ] SEO & PAID ADS

WORKFLOWS & SLA

- [ ] SALES DEVELOPMENT REPS
- [ ] ACCOUNT EXECUTIVES
- [ ] PRODUCT MARKETING
- [ ] MARKETING

TOOLS

- [ ] INCLUSIVE COMMUNICATION TOOLS
- [ ] PROJECT MANAGEMENT TOOLS
- [ ] SCHEDULING & MEETING MANAGEMENT
- [ ] LEAD & CUSTOMER MANAGEMENT

METRICS & ANALYTICS

- [ ] FUNNEL & PIPELINE TARGETS
- [ ] OKRS
- [ ] LEADING & LAGGING INDICATORS
- [ ] DASHBOARD FOR VISIBILITY

Go To Market Starters