

What is a Go-To-Market Plan?

- Product positioning
- Branding
- Pricing
- Sales, distribution & support
- Marketing plan



Value Proposition

- Why should people buy our product, instead of competitors'?
- Your product does not need to be the only one on the market. It needs to be unique and distinguishable from its competitors with some desirable characteristic:
 - Price
 - Durability
 - Features
- Elevator pitch

Competitive Analysis



- Who are your direct competitors?
 - Size of company
 - Market share
 - Product characteristics, esp. vs. your product
 - Time in business
 - Value proposition
 - Specific marketing messaging

SWOT Analysis

- Do a SWOT analysis that is focused completely on marketing.



Target Market-Basics

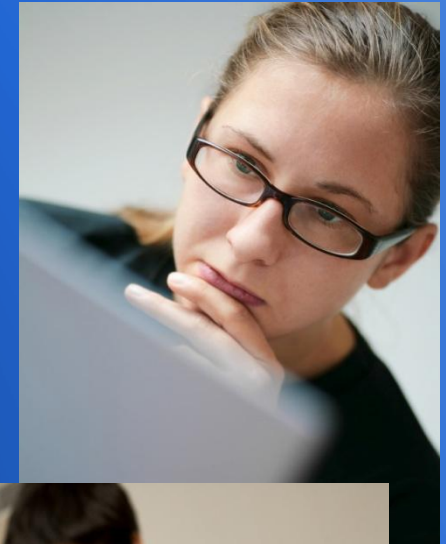
- Much of this can be taken from your business plan:
 - Potential customers:
 - Businesses
 - Consumers
 - Size
 - Spending power

Target Market-Marketing Focus

- Where can they be reached?
- What kind of messaging are they receptive to?
- What kind of messaging are they receiving from your competitors?
- What kind of messaging can you use to reach them?
- What are their pain points?

Target Market-Marketing Focus

- What kind of messaging are they used to?
 - Medium: print trade publications, online trade publications, directories, email, trade shows, informal gatherings, cold-calling
 - Type: white papers, advertising, webinars, talks, articles, demos
 - Tone: humor, high-value information (application notes, technology overviews), visually-focused, text-focused



Differentiate Through Marketing

- Be aware of the marketing your competitors are using, but don't follow the pack.
- Use some of the same channels (that's where customers have proven to be)
- But also use channels your competitors are under-utilizing.
- A different approach can reap benefits.



The Details

- Budget
- Allocation
- Responsibilities: Sales and Marketing



The Details: Events & Email

- Event marketing:
 - Invest in trade shows?
 - If so, which?
 - Workshops/keynotes?
 - Online events?
 - If you do your own events, how will you promote them?
- How will you handle email marketing?
 - List?
 - Content (newsletter, product promos)?
 - Frequency?
 - Platform?



The Details: Search Marketing

- Hire an SEO firm or learn to do it?
- Paid & Organic:
 - Paid: immediate payoff, control, customize landing pages, necessary for lead generation
 - Organic: greater credibility, ties into PR, lasts even when budget is not being committed to it, necessary for PR & establishing thought leadership



The Details: Collateral

- Often overlooked
- Visual branding
- Logo design: easy to reproduce in a wide range of media
- Printing costs
 - Costs can be driven up by:
 - Full bleed
 - 4-color
 - Die-cutting
 - Special materials



The Details: Advertising & PR

- What magazines will you advertise in?
 - Cost
 - Frequency
 - Hire an agency or in-house?
- What PR will you do?
 - Press releases:
 - How many?
 - What topic (new product, management hires)?
 - Distribution (services, in-house list)?
 - Interviews
 - Who?
 - What publications?

Putting it All Together

- Test and measure the success of all marketing efforts
- Place the emphasis on what proves to have high ROI, but don't overexpose on one channel
- Above all, keep in mind the value you offer to customers

