

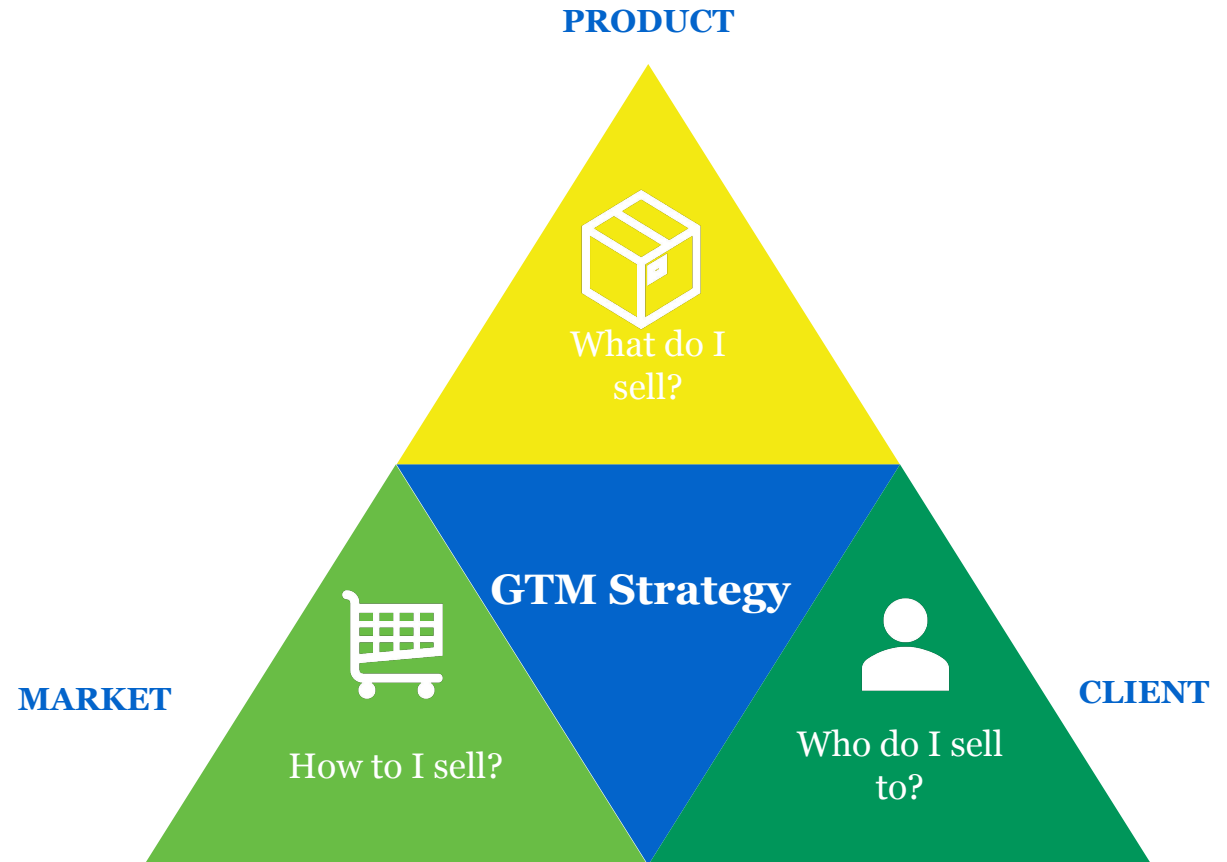
# **Building your go-to-market action plan**



# What is the GTM Strategy?

The Go-To-Market strategy is a tactical plan that details how a company plans to successfully launch, promote and, ultimately, sell a product to its customers.

It should be comprehensive enough to be useful, but agile enough to be updated as you receive customer feedback.



# Why a GTM Plan?

## **EFFICIENCY:**

Focus your efforts in the right place

## **COORDINATION:**

Ensure everything is ready for launch

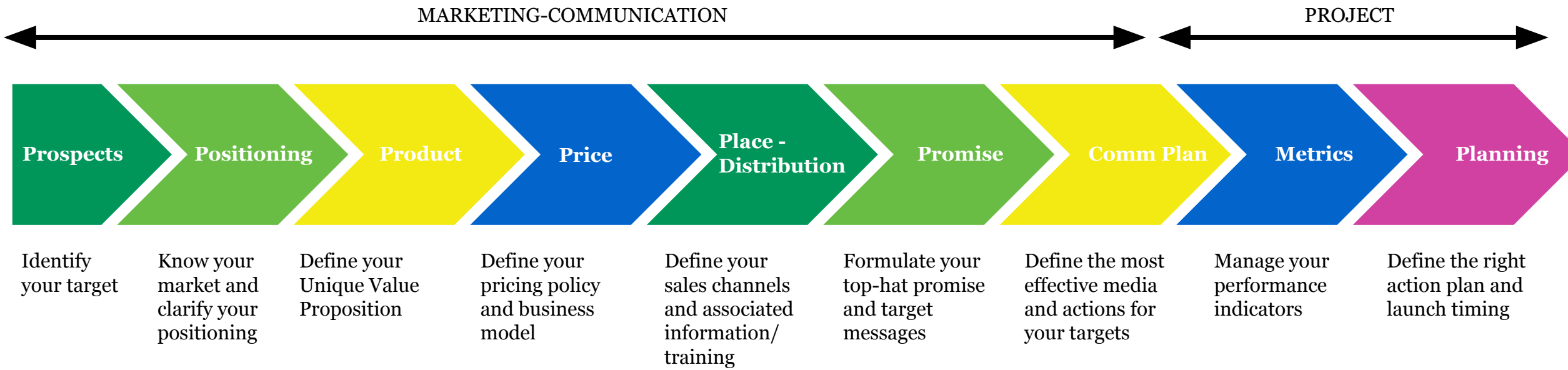
## **IMPACT:**

Maximize launch impact for project success

## **PERENNITY:**

Retain the benefits of 1st entry

# 9 Steps to Build a GTM Strategy





# Identify Your Targets



Understand who your user / client is, what their needs are, how they currently function and what other interests they have.

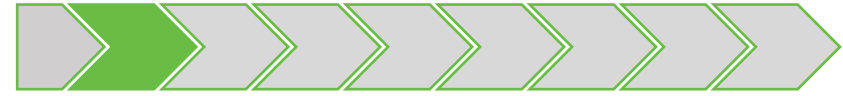
=> Go back to your proto-persona

Identify other stakeholders (secondary targets, influencers, market players) who will also be impacted by the launch.

=> Work on complementary proto-personas if necessary



# Define Your Positioning

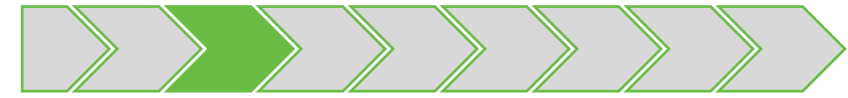


Positioning is the place occupied in the market.

It must be simple, clear and relevant in the minds of consumers, and add an extra dimension to the existing market.



# Check If Your Product is Ready



## Product proposal

- ☐ Product structure defined: single product, range, additional services...
- ☐ Finalized product proposal with identified product target
- ☐ Product name validated

## Product development

- ☐ All components developed and in place
- ☐ End-to-end testing with pilot customers
- ☐ Support services in place and trained
- ☐ Product documentation ok: user guide, FAQ etc...

## Customer experience -FLC

- ☐ Customer can find product
- ☐ Customer can buy product
- ☐ Customer can pay for product
- ☐ Customer can receive product
- ☐ Customer can install product
- ☐ Customer can get support if needed
- ☐ Customer can cancel or return the product

## Legal & commercial

- ☐ Customer contract in place
- ☐ Contract with suppliers or other stakeholders ok
- ☐ Product name and trademark secured
- ☐ Legal and regulatory risks assessed

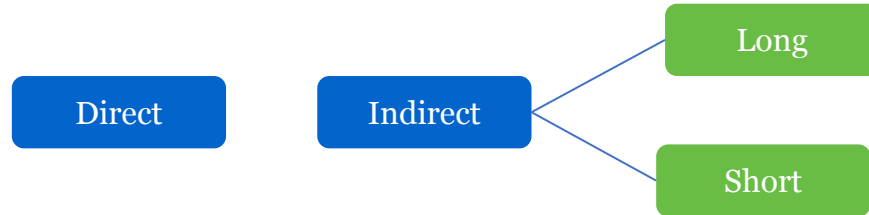
# Define Your Pricing Policy



- Evaluate your costs
- Understand the profitability standards in the sector
- Assess the client's willingness to pay
- Segment your pricing
  - by usage
  - by channel
  - by user category
- Always opt for a logical, simple and comprehensible pricing strategy



# Choose Your Distribution Channels



Examples of distribution channels for fresh produce:

- direct channels: farm sales, market sales
- short circuit: sales through producers' cooperatives, or sales to supermarkets without intermediaries
- long distribution channels: sales to central purchasing agencies, which then sell to supermarkets

Margin rates and marketing costs vary according to the channel.

Online

Offline

Omni-channel

- ❖ Acceleration of online purchasing with the Covid crisis
- ❖ General trend towards omnicanality => complementary channels



# Formulate Your Promise



1

## General promise

Review the positioning attributes

- What message do I want to get across to all my stakeholders?
- What is my "big idea"?

Brainstorm to come up with catchphrases

Test with third parties

Refine and do a 2nd round of brainstorming if necessary

2

## Message by target

Identify the targets

- What is the priority message for this target?

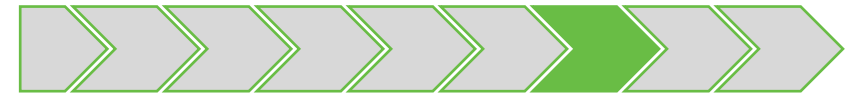
Work on several simple ways of formulating and expressing your message

Test and exchange with third parties to help you refine

**No magic...just post-its!**



# Build Your Communication Plan



## 1 Define your goals

Set the qualitative and quantitative objectives of the comms plan

### Examples

Qualitative objectives

- Develop brand loyalty
- Create product awareness

Quantitative objectives

- +10% increase in website traffic
- +10K new customers
- X2 increase in usage by existing customers

## 2 Define the media plan

Targets

Messages

What is the best way to address them?

## 3 Define the comms budget

Define the costs involved in implementing your communication plan

What material resources will you need? What are the estimated costs? What are the budgetary trade-offs?

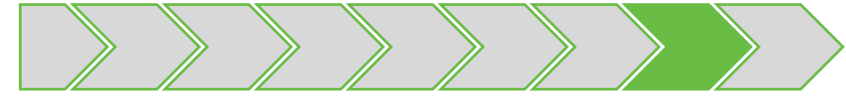
## 4 Evaluate your results

Constantly evaluate the results of your ads. Rework your message as needed. Review your delivery strategy. That way, your message will stay fresh and effective longer.

### TIPS

Don't just think about the success of your launch - build a 3- or 6-month comms plan

# Define Your Launch KPIs



Nothing is ever set in stone!

Metrics enable you to monitor the launch, to correct, adjust and refine as quickly as possible.

In addition to the usual KPIs for managing your business, some subjects require special monitoring at launch:

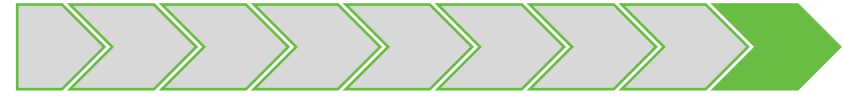
## **Comms campaign KPIs**

- Press coverage
- Digital campaign: Return rate, conversion rate
- E-mailing campaign: Open rate, click rate, conversion rate
- Message testing by target
- Monitoring of traffic generated

## **Product KPI**

- 1st key customer => gather feedback
- 1st key failures => drive the conversion funnel. Where do customers drop out?
- Product usage => validate your unique value proposition and understand new opportunities

# Launch Plan



Define the right launch date based on the progress of the various projects, and set the action plan.

**Let's go!!**

