Go-to-Market Strategy Template

Answer these seven prompts clearly and honestly, and you've got the spine of a go-to-market strategy that can actually be executed. Type straight into the boxes, or print and write.

Offer / launch:

1 Ideal customer profile (ICP) & buyer

Which companies, customer segments or buyers experience this problem most acutely and who influences the purchase decision?

2 Positioning & value proposition

What problem do we solve, for whom and why are we the best option available?

3 Go-to-market motion

Will growth be primarily product-led, sales-led, marketing-led, community-led, developer-first or a combination of these?

4 Channels & sequencing

Which channels will create awareness, generate demand, nurture consideration and drive conversion and in what sequence?

5 Pricing & packaging

What pricing model, offer structure and packaging approach best align with buyer expectations and business goals?

6 Messaging

What core message, supporting proof points, objections and outcomes will be communicated consistently across all channels?

7 Metrics & targets

What pipeline, revenue, customer acquisition, conversion and growth targets will define success over the next 90 days?

Your 90-Day Go-to-Market Plan

Three 30-day phases, each with one job: get clear, design the system, launch and learn. Tick items off as you go. What you learn in the final phase feeds straight back into your ICP, positioning and messaging.

DAYS 1-30

Get clear on who you're selling to and why

- [ ] Define your ideal customer profile (ICP)
- [ ] Map the buying committee and decision process
- [ ] Conduct market and competitor research
- [ ] Clarify your value proposition
- [ ] Test positioning assumptions
- [ ] Identify the most important customer problems to solve

DAYS 31-60

Design your go-to-market system

- [ ] Select your primary go-to-market motion
- [ ] Design channel strategy and sequencing
- [ ] Create core messaging frameworks
- [ ] Align sales and marketing teams
- [ ] Define launch priorities
- [ ] Establish campaign architecture
- [ ] Map how prospects move from awareness to opportunity

DAYS 61-90

Launch, measure and learn

- [ ] Activate campaigns
- [ ] Launch sales motions
- [ ] Publish content and demand-generation assets
- [ ] Stand up lead-capture and reporting infrastructure
- [ ] Track pipeline creation and conversion signals
- [ ] Identify bottlenecks and optimisation opportunities

Key metrics to watch

Track the system, not a single number.

Qualified pipeline	Win rate	Customer acquisition cost (CAC)	CAC payback period	Sales cycle length
Increasing	Increasing	Decreasing	Shortening	Shortening

The Strategy-or-Tactics Test

Tick every statement that's true. Several unticked? You have tactics, not a strategy yet.

- [ ] We can define our ICP without broad labels like "small businesses" or "enterprise companies"
- [ ] We have a positioning statement that explains why buyers should choose us over alternatives or the status quo
- [ ] We have intentionally selected a primary go-to-market motion
- [ ] There is a documented rationale for the channels we use, not just industry trends
- [ ] Sales, marketing and leadership describe the offer using the same core message
- [ ] Launch activities are connected to measurable pipeline, revenue or growth targets
- [ ] We know which metrics will tell us whether the launch is succeeding or failing
- [ ] There is a process for evaluating results and feeding insights back into future decisions

Before you scale spend, pressure-test the foundations.

Find the gaps in your positioning, ICP, messaging and GTM motion before they become expensive execution problems.

contentvista.com/tools/gtm-readiness-positioning-audit

Take the free GTM Readiness Audit