

Go-to-Market Strategy



Go to Market Strategy

How will you:

- Manufacture: how/where will you build
- Market: create awareness & leads
- Sell: convert leads to orders
- Support: help customers succeed
- How will the above evolve as you grow?
- How will you measure progress?

Go to Market Strategy

It starts with your business model validation

- Understand customers
- Understand potential partners/activities/resources
- Marketing/sales/support channels
- Customer relationship

Manufacturing

- Key manufacturing partners
- Key manufacturing activities & resources
- How will the above evolve?

Manufacturing

- Often you'll start with a low-volume strategy for your first segment.
- Will the strategy change as you ramp volume?

Marketing

Creating Awareness and Leads

How do your customers learn about new products and services?

Marketing Tactics

- Trade shows
- Conferences
- Articles
- Email newsletters
- Press releases
- Social media
- Launch event
- Testimonials
- Advertising
- Search Optimization
- White papers
- Referrals
- Blogs
- Associations

How will you Sell?

- Web
- Direct
- Distributor
- OEM
- Retail
- Value Added Reseller
- TeleSales

Choosing a Sales Channel

- Cost
- Reach
- Difficulty of sale
- Amount of training
- Channel conflict
- Fit now versus later
- Customer expectations

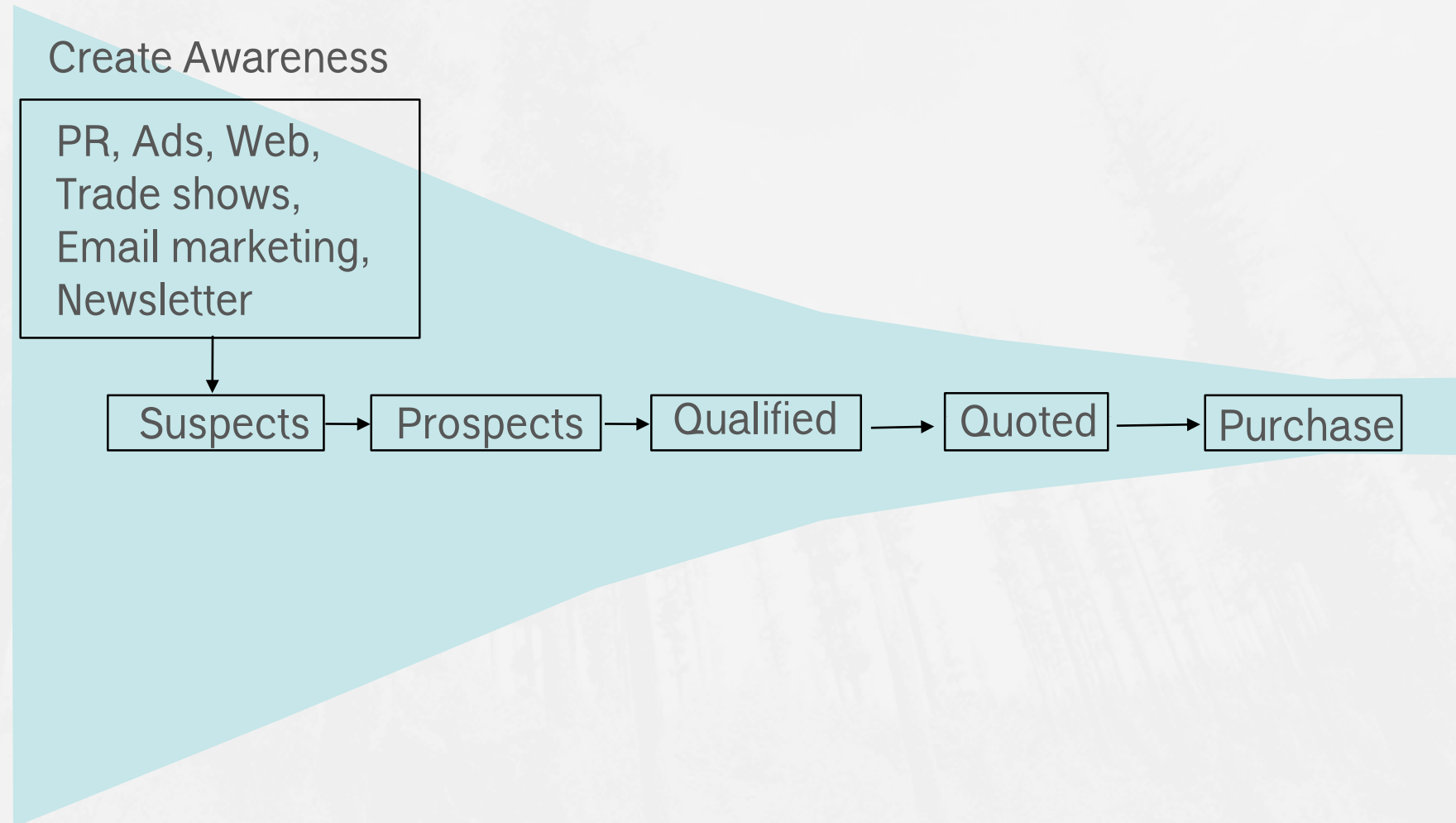
Selling Starts on Day One!

- Early on: focus on learning/validating
- Later: optimize cost-per-order
- To start: the CEO is the lead sales person
- Don't hire a sales professional too early...
 - Understand the sales process first

Customer Relationship Expectations

- Personal assistance
- Dedicated Personal Assistance
- Self-Service
- Automated Services
- Communities
- Co-creation

Measuring Progress: Your Sales Funnel



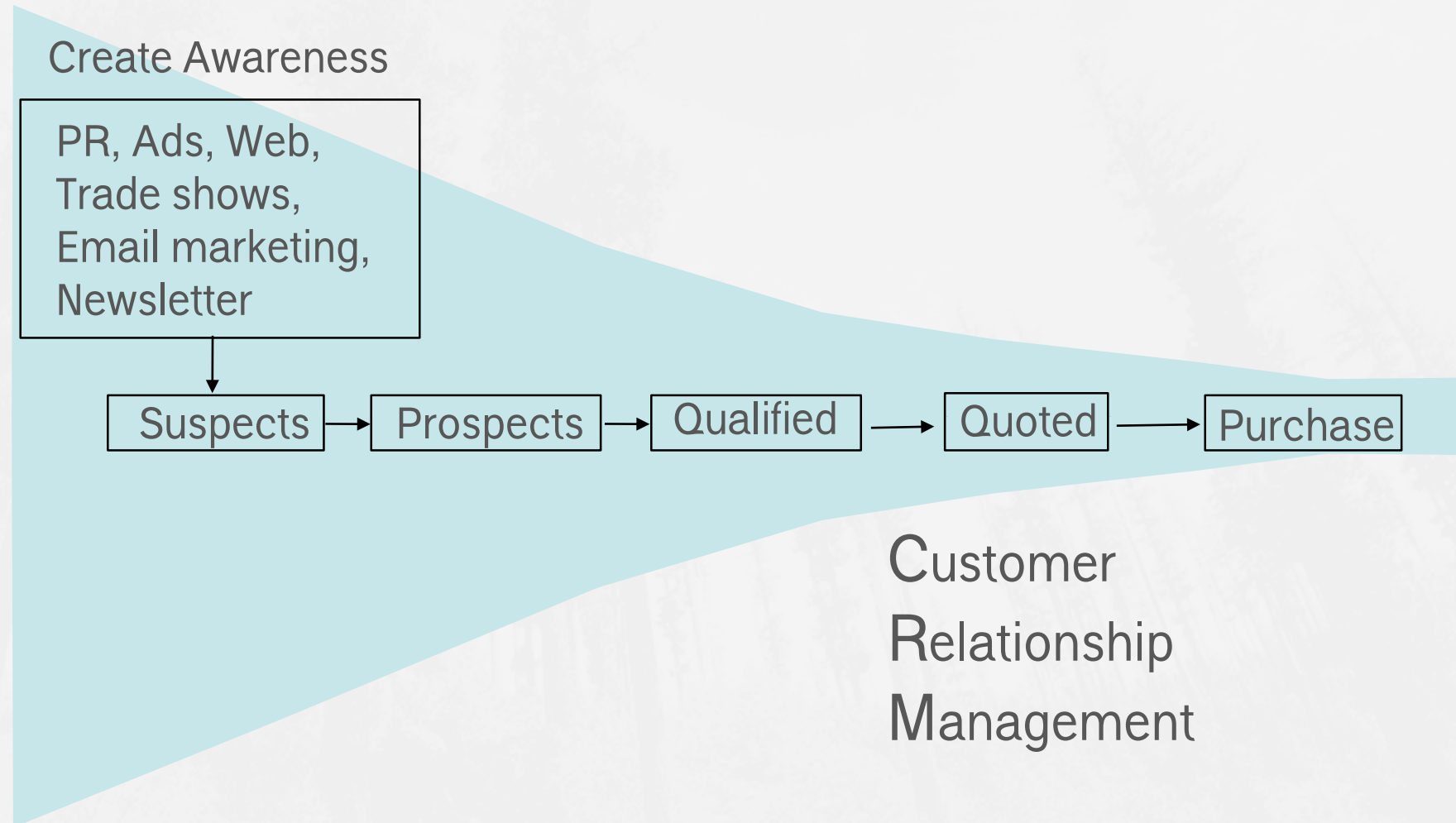
Metrics: Web Example

- Acquisition: users come to site
- Activation: users enjoy 1st visit
- Retention: users come back
- Referral: users refer others
- Revenue: users spend \$



Dave McClure
Startup Metrics
for Pirates

Measuring Progress: Your Sales Funnel



More Metrics you Need to Know

- Cost of customer acquisition
- Length of sales cycle

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For your Investor Pitch:

- What is your initial Market Segment? Why?
- How/where will you manufacture?
- Initial Sales/Marketing Channels?
- Who are your first 10 customers?
- How will the above evolve in 1-5 years?

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