

# B2B Go-To-Market Strategy Template

## Product/Service Overview

- What problem does your product solve?
- What makes it unique?

## Target Market

- Ideal Customer Profile (ICP):
- Buyer Personas (roles, goals, pain points):

## Value Proposition

- Core message in one sentence:
- Key benefits for the customer:

## Market Segmentation

- Primary segment(s):
- Secondary segment(s):
- Excluded segment(s):

## Competitive Landscape

- Top 3 competitors:
- Differentiation factors:

## Pricing And Packaging

- Pricing model (subscription, tiered, one-time, hybrid):
- Packages or plans offered:

## Sales Strategy

- Sales channels (direct sales, partners, resellers):
- Sales process outline (prospecting → demo → negotiation → close):
- Sales enablement materials (case studies, whitepapers, playbooks):

## **Marketing Strategy**

- Channels (content marketing, LinkedIn ads, events, email campaigns):
- Messaging and positioning:
- Lead generation tactics:

## **Customer Journey & Onboarding**

- Key touchpoints (awareness, consideration, decision):
- Onboarding plan (how customers achieve first value):

## **KPIs And Metrics**

- Customer Acquisition Cost (CAC):
- Customer Lifetime Value (LTV):
- Sales cycle length:
- Conversion rates:
- Churn rate:

## **Budget And Resources**

- Estimated spend by channel:
- Tools and platforms required:
- Team responsibilities:

## **Timeline & Milestones**

- Phase 1: Pre-launch (awareness building)
- Phase 2: Launch (first campaigns and deals)
- Phase 3: Post-launch (scaling and optimization)