

Go-To-Market Strategy Template

1. Product Overview

Product Name

Description

Release Date

2. Target Market

Target Audience

Market Segments

Customer Needs / Pain Points

3. Value Proposition

Unique Selling Points

Key Benefits

4. Competitor Analysis

Main Competitors

Competitive Advantage

5. Positioning & Messaging

Positioning Statement

Key Messages

6. Marketing Plan

Channels

Tactics

Timeline

7. Sales Plan

Sales Strategy

Sales Channels

Sales Targets

8. Launch Plan

Key Activities

Milestones

9. Metrics & KPIs

Success Metrics

KPIs

10. Budget & Resources

Budget

Team & Resources Needed