



## GTM Checklist:

- Target Early Adopters: Have you identified who would be your early adopters/users and what geography would they be from?
  - If your market is B2B: Enterprise/SaaS, Large size or medium size, Geographical segmentation (Local market or International)
  - If your market is B2C: Geographical segmentation (Local or International), high income group or middle class, niche market or mass product
- Pricing strategy: What price will you charge from your early adopters?
  - B2B: What will be your pricing structure?
    - Tier Subscription Pricing: Different pricing tiers based on level of functions, usage and services provided? Monthly subscription or annual?
    - Custom Pricing: Custom pricing for large enterprises based on their unique requirements
  - B2C: What will be your pricing strategy?
    - Freemium model/Trial Usage: Offer free product usage for some time and convert them to a paid user
    - Discounts: Offer some discounts on the product to allow users to start using the product
    - Have you integrated the payment gateway?
- Distribution: How are you going to sell your product to the users?
  - B2B: Are you going to sell your product from your website?
    - Is your landing page ready?
    - Will it be a direct purchase from the website or the users need to contact the sales team?
  - B2C: How are you going to sell your product?
    - D2C: Selling directly from your website
      - Is User flow properly tested?
      - Is the Product title and description properly done?
      - How will you cross sell and upsell your product?
      - Payment integrations are done?
      - Who will be the delivery partner?
    - Marketplaces: Selling through various marketplaces like Amazon, Flipkart or other quick commerce channels
    - Instagram, META marketplace
- Marketing strategy: How are you going to communicate about your unique prop to acquire new customers?
  - SEO: Identify the keywords that will help to rank your product on top and channelise organic sale
  - Content Based Marketing: Define a week-on-week content plan consisting of planning regarding whom to target, use of hashtags, content distribution channels, type of content, CTA etc.
    - Posts on LinkedIn, Instagram and other platforms: Write content that effectively deliver the value proposition of your product
    - Video content on various social media platforms
    - Blogs and Newsletter based marketing



- Email Marketing: Identify any tools you will need for mass emailing? Define email template and a follow-up email template.
- Ads: What is the objective of running ads? Creating awareness or customer acquisition?
  - Platforms: Which platforms will you use to run ads?
  - Product: What products will you be advertising? And why?
  - Budget: Have you allocated a budget for running these ads?
- Demo Video: Is your demo video ready which effectively communicates the value of your product and how to use the platform?
- Sales process and strategy: What is your process from lead generation to lead qualification to conversion?
  - How will you manage sales leads and track and manage the sales funnel? Any CRM tools you will leverage?
  - Develop an efficient strategy to convert qualified leads into paying customers
    - For B2B, do you have a sales contract template to enter with customers?
    - For B2B, have you signed the Information security agreement?
    - For B2C, talk regularly with your early adopters to understand their requirements.
- Retention Strategy: What will be your strategy to retain customers?
  - For B2B, assign a dedicated account manager, support team, keeping regular check-ins etc
  - For B2C, provide responsive customer support, offer some loyalty programs, special offers/discounts etc.
- Metrics and Analytics: Define your KPIs and track them on regular basis
  - Create a dashboard to analyse all important metrics weekly. These metrics can be CAC, conversion rate, revenue growth etc.
  - Analyse the marketing campaigns from various platforms and identify patterns and trends to optimize
  - Use insights from data to iterate on your GTM strategy
- Hiring/Team: Does the founding team need people for the GTM stage?
  - Do you need full-time employees or interns?
  - For what tasks people are required? Founders Office, Digital marketing, Content creation, B2B sales?
  - Allocate tasks efficiently to optimize productivity and deadlines

### **Team/Organisation Checklist for GTM Stage:**

- One Founder dedicatedly focuses on developing GTM strategy, talking to customers and selling the product
- Budget planning to hire founders office and marketing team/interns
- 1-2 sales professionals or digital marketing experts can be hired or on contractual basis