

# Go-To-Market Consulting Services

Best Practice Guide to Revenue-Focused  
Marketing Strategy Development



No matter where you are in the process  
we can help you achieve your goals



## EXPERIENCE COUNTS

- OVER 20 YEARS INDUSTRY EXPERIENCE
- THOUSANDS OF CAMPAIGNS EXECUTED
- TECHNOLOGY MARKETING EXPERTS



What Go-to-Market (GTM) strategy an organization adopts can mean the difference between ultimate success or failure.

Aside from the prevailing academic concepts that tend to occupy the majority in this field the ultimate measure of success will be judged by the bottom-line revenues and attainment of business objectives.

No amount of key performance indicators (KPIs) and milestones will be of value if not backed by real revenue generation.

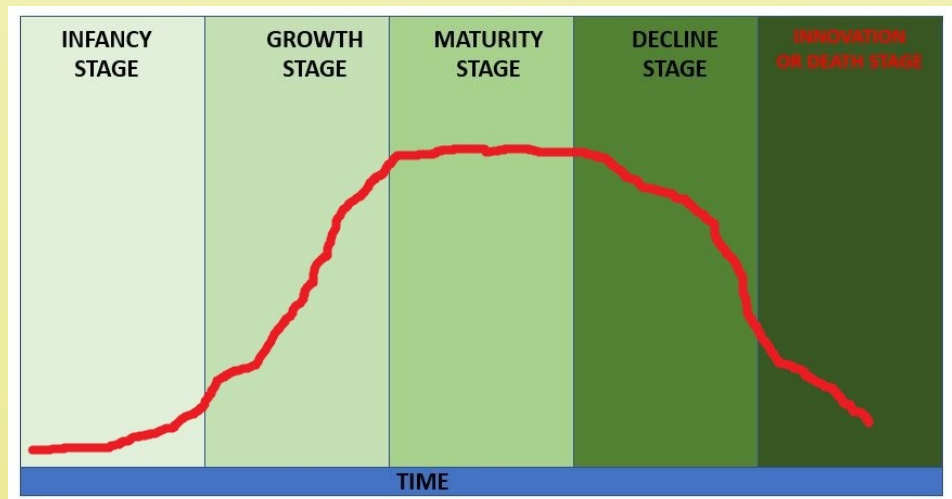
The GTM strategy that is likely to succeed is one that takes into consideration holistically, the entire ecosystem within which your organization will operate. That includes both internal and external elements.

# Go-To-Market Strategy Components

The following is an outline that we adhere to that lists the key areas of consideration when developing a GTM strategy.

**Comprehensive market analysis** that includes the following:

1. **Data-driven analysis** and assessment of customer needs and demand for your offerings
2. Determination of where your organization, product or solution sits within the **market maturity lifecycle**. In other words, are you entering the marketplace at its infancy, growth, maturity, saturation, or decline stage?





3. Outline the **product life cycle and roadmap** and how it relates to the market maturity lifecycle.

4. Determination of your **ideal customer, buyer personas** and key target accounts

5. **Data-driven** assessment of what your **total addressable market or TAM** is today, as competition & innovations can lead to massive drastic changes



in what your TAM is at any given moment

Complete **SWOT analysis** (Strengths/Weaknesses/ Opportunities/Threats) and what are your differentiators.



The Develop a compelling **value proposition** for business challenges that key players in the decision-making process would be motivated to address.



(Note the decision-making process is unique for each business opportunity. The roles of titles can change based on the opportunity)

Determine how your TAM will be segmented aka **customer**

**segmentation.** In addition to regional or geographical segmentation, I suggest to clients to consider segmentation based on revenue potential, establishing revenue thresholds whereby accounts can be elevated based on spend.



"A CHAIN IS ONLY AS STRONG AS  
ITS WEAKEST LINK"

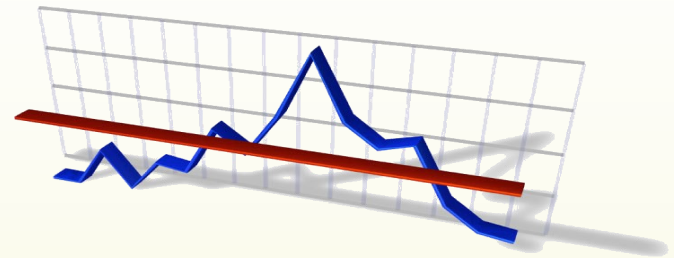
We have decades of experience and expertise to help our clients bring their marketing into alignment with sales to achieve revenue success through a robust offering of services designed to enhance, calibrate and accelerate all aspects of the demand generation ecosystem.



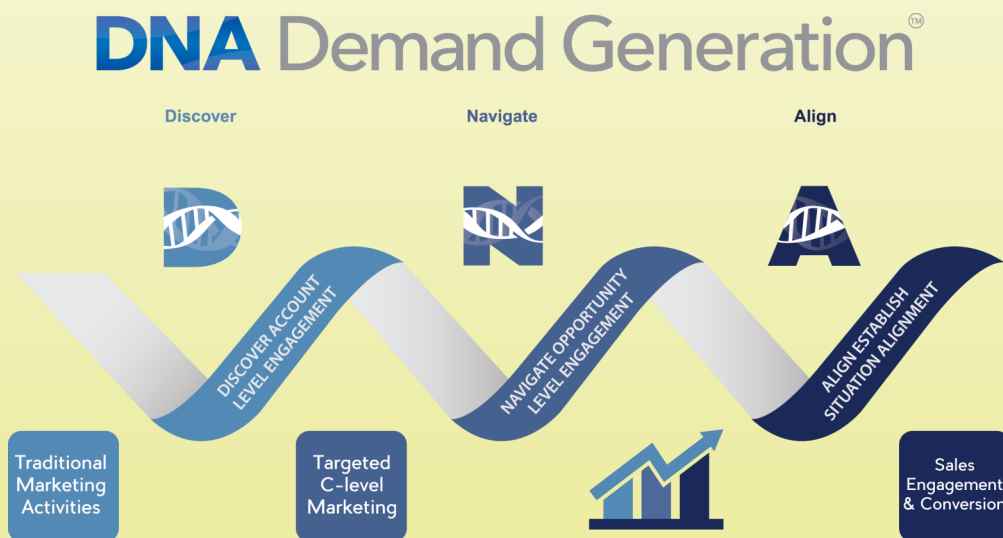
With the TAM segmented, you can determine the **distribution strategy** in terms of how each customer segment will be supported in the sales process and the delivery process. This includes direct and indirect channels.

Establish a **comprehensive customer acquisition and expansion strategy** and process by which both marketing & sales will engage, develop, quality and align with each customer segment. (Each customer segment should have its own defined process and marketing mix of tools to support the process)

1. The GTM strategy will set the stage for sales & **marketing alignment** by establishing the lines of communication between both camps, establishing a **weighted revenue attribution matrix** to **align marketing spends** with revenue.



2. House and **Target Accounts** engagement should be structured around an effective **account-based marketing** process designed to establish rapport and build trust.



**Volume accounts** should be structured around an effective **automated,**

**self-qualification process** that can be routed eventually to proper sales channels including resellers etc.



3. Outline the **operational and creative elements** that will be needed to enable the **marketing automation** system, sales organization and the prospective buyers. This should include an **implementation plan** as automated marketing systems can take time to set up properly.

Define the **lead grading and qualification criteria** along each defined stage in the buying process. Outline what support measures will be put in place to ensure close adherence to this criterion to ensure the highest **conversion rates** possible.





We have developed and improved on strategies that accelerate revenues by bringing marketing into alignment with sales, implementing DNA Demand Generation™ an ABM process that works.

We help organizations cut the waste of money by determining the real revenue impact of marketing investments and aligning them with revenue.



**GLOBAL TECHNOLOGY SALES SOLUTIONS**