****

**Comprehensive Go-To-Market
Strategy Template**

STRATEGY TEMPLATE

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

mm/dd/yy

|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
| Name | Title | MM/DD/YY |
| EMAIL | PHONE |
| Email Address | 000.000.0000 |
| APPROVED BY | TITLE | DATE |
| Name | Title | MM/DD/YY |

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# **MISSION STATEMENT**

|  |
| --- |
|  |

# **SITUATIONAL ANALYSIS**

## 5C ANALYSIS

### COMPANY

|  |
| --- |
|  |

### COLLABORATORS

|  |
| --- |
|  |

### CUSTOMERS

|  |
| --- |
|  |

### COMPETITORS

|  |
| --- |
|  |

### CLIMATE

|  |
| --- |
|  |

## SWOT ANALYSIS

|  |
| --- |
| INTERNAL FACTORS |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# **GOALS**

## BUSINESS GOALS

|  |
| --- |
|  |

## SALES GOALS

|  |
| --- |
|  |

## MARKETING GOALS

|  |
| --- |
|  |

# **TARGET MARKET**

## INFORMATION COLLECTION

|  |
| --- |
|  |

## PAIN POINTS

|  |
| --- |
|  |

## SOLUTIONS

|  |
| --- |
|  |

## BUYER PERSONA

|  |
| --- |
|  |

# **buyer’s buying cycle**

|  |
| --- |
|  |

# **unique selling proposition (USP)**

|  |
| --- |
|  |

# **sales strategy**

## SALES CYCLE

|  |
| --- |
|  |

## SALES PROCESS

|  |
| --- |
|  |

## DISTRIBUTION CHANNELS

|  |
| --- |
|  |

# **MARKETING STRATEGY**

## MARKETING MIX – 4Ps

### PRODUCT

|  |
| --- |
|  |

### PRICE

|  |
| --- |
|  |

### PLACE

|  |
| --- |
|  |

### PROMOTION

|  |
| --- |
|  |

## MARKETING CHANNELS

|  |
| --- |
|  |

# **BUDGET**

|  |
| --- |
|  |

# **PERFORMANCE STANDARDS & MEASUREMENT METHODS**

## STANDARDS OF PERFORMANCE

|  |
| --- |
|  |

## BENCHMARKS

|  |
| --- |
|  |

## MARKETING METRICS TO MEASURE SUCCESS

|  |
| --- |
|  |

## MEASUREMENT METHODS

|  |
| --- |
|  |

# **APPENDIX**

## RESEARCH RESULTS

|  |
| --- |
|  |

## PRODUCT SPECIFICATIONS AND IMAGES

|  |
| --- |
|  |

|  |
| --- |
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