See [www.olutobi.com](http://www.olutobi.com) for more business articles to help start-ups grow.

Each heading links to the section of the main article that discusses the heading in detail.

## Go-To-Market Strategy Template

### [Executive Summary](https://olutobi.com/2023/08/25/go-to-market-strategy/#executivesummary)

A brief overview of the entire Go-to-Market strategy or framework

### [Product Overview](https://olutobi.com/2023/08/25/go-to-market-strategy/#productoverview)

Product’s features, benefits, and how it meets the needs of customers.

### [Target Market](https://olutobi.com/2023/08/25/go-to-market-strategy/#targetmarket)

Information about the target market’s demographics, pain points, problems, and needs.

### [Market Analysis](https://olutobi.com/2023/08/25/go-to-market-strategy/#marketanalysis)

Market Landscape competitive audit. E.g SWOT analysis

### [Value Proposition](https://olutobi.com/2023/08/25/go-to-market-strategy/#valueproposition)

Describes the unique value a product provides. Why should customers buy this and not others?

### [Pricing Strategy](https://olutobi.com/2023/08/25/go-to-market-strategy/#pricingstrategy)

Describes how pricing was developed and pricing model

### [Distribution channels](https://olutobi.com/2023/08/25/go-to-market-strategy/#distributionchannels)

Describes how the product will reach customers

### [Marketing Plan](https://olutobi.com/2023/08/25/go-to-market-strategy/#marketingplan)

How product awareness and growth will be achieved.

### [Sales Strategy](https://olutobi.com/2023/08/25/go-to-market-strategy/#salesstrategy)

How you intend to sell your product.

### [Launch Activities](https://olutobi.com/2023/08/25/go-to-market-strategy/#launchactivities)

Launch planning. Includes pre-and post-launch activities and follow-ups.

### [Metrics and Key Performance Indicators](https://olutobi.com/2023/08/25/go-to-market-strategy/#metricsandkpis)

Metrics for measuring the success of the product launch

### [Budget and Resource Allocation](https://olutobi.com/2023/08/25/go-to-market-strategy/#budget)

Financial aspects. Includes marketing costs, launch day cost

### [Timeline](https://olutobi.com/2023/08/25/go-to-market-strategy/#time)

Describes the schedule of activities and duration.

### [Risk and Mitigation Strategies](https://olutobi.com/2023/08/25/go-to-market-strategy/#risks)

Risk management plan

### Conclusion.