

# SIMPLE GO-TO-MARKET STRATEGY TEMPLATE

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# STRATEGY TEMPLATE

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## TABLE OF CONTENTS

1.	EXECUTIVE SUMMARY .....	3
2.	MISSION STATEMENT .....	4
3.	VISION STATEMENT .....	4
4.	SITUATIONAL ANALYSIS.....	5
4.1	5C ANALYSIS .....	5
4.1.1	COMPANY .....	5
4.1.2	COLLABORATORS.....	5
4.1.3	CUSTOMERS .....	5
4.1.4	COMPETITORS .....	5
4.1.5	CLIMATE .....	5
4.2	SWOT ANALYSIS .....	6
5.	CORE CAPABILITIES.....	7
6.	GOALS .....	8
6.1	BUSINESS GOALS .....	8
6.2	SALES GOALS.....	8
6.3	FINANCIAL GOALS .....	9
6.4	MARKETING GOALS .....	9
7.	TARGET MARKET.....	10
7.1	INFORMATION COLLECTION .....	10
7.2	PAIN POINTS.....	10
7.3	SOLUTIONS .....	11
7.4	BUYER PERSONA .....	11
8.	MARKETING STRATEGY .....	12
8.1	BUYER'S BUYING CYCLE.....	12
8.2	UNIQUE SELLING PROPOSITION (USP).....	12
8.3	BRANDING .....	13
8.4	MARKETING MIX – 4Ps .....	13
8.4.1	PRODUCT .....	13
8.4.2	PRICE .....	13
8.4.3	PLACE.....	14
8.4.4	PROMOTION .....	14
8.5	MARKETING CHANNELS.....	14
8.6	BUDGET .....	15
9.	PERFORMANCE STANDARDS & MEASUREMENT METHODS.....	16
9.1	STANDARDS OF PERFORMANCE.....	16
9.2	BENCHMARKS .....	16
9.3	MARKETING METRICS TO MEASURE SUCCESS.....	17
9.4	MEASUREMENT METHODS.....	17
10.	FINANCIAL SUMMARY .....	18
10.1	FINANCIAL FORECASTS.....	18
10.2	BREAK-EVEN ANALYSIS.....	18
10.3	FINANCIAL STATEMENTS.....	19
10.3.1	INCOME STATEMENT.....	19
10.3.2	CASH-FLOW PROJECTION .....	19
10.3.3	BALANCE SHEET .....	19
11.	APPENDIX .....	20
11.1	RESEARCH RESULTS.....	20
11.2	PRODUCT SPECIFICATIONS AND IMAGES.....	20

1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

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3. VISION STATEMENT

[Empty box for Vision Statement]

4. SITUATIONAL ANALYSIS

4.1 5C ANALYSIS

4.1.1 COMPANY

4.1.2 COLLABORATORS

4.1.3 CUSTOMERS

4.1.4 COMPETITORS

4.1.5 CLIMATE

4.2 SWOT ANALYSIS

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

5. CORE CAPABILITIES

CAPABILITY ONE

CAPABILITY TWO

CAPABILITY THREE

6. GOALS

6.1 BUSINESS GOALS


6.2 SALES GOALS



6.3 FINANCIAL GOALS

A large, empty rectangular box with a thin grey border, intended for the user to input financial goals.

6.4 MARKETING GOALS

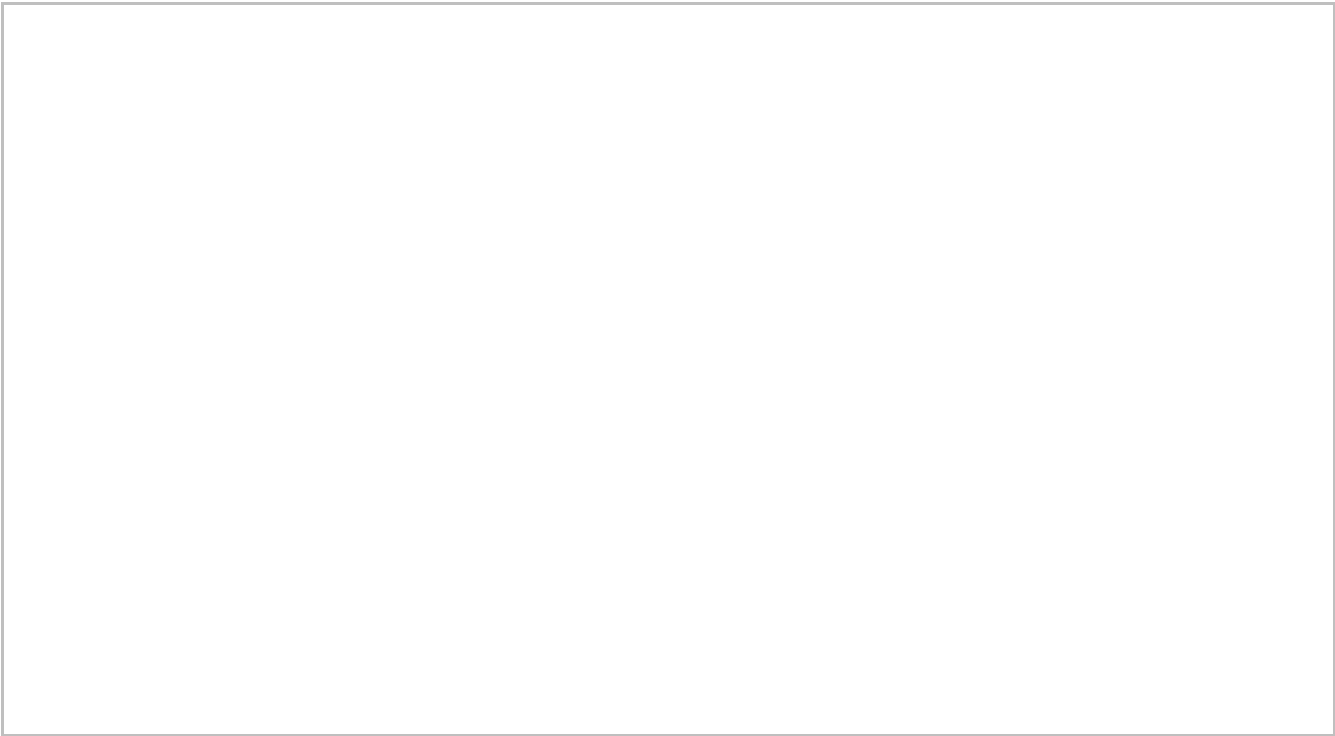
A large, empty rectangular box with a thin grey border, intended for the user to input marketing goals.

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for the user to provide information related to the '7.1 INFORMATION COLLECTION' section.

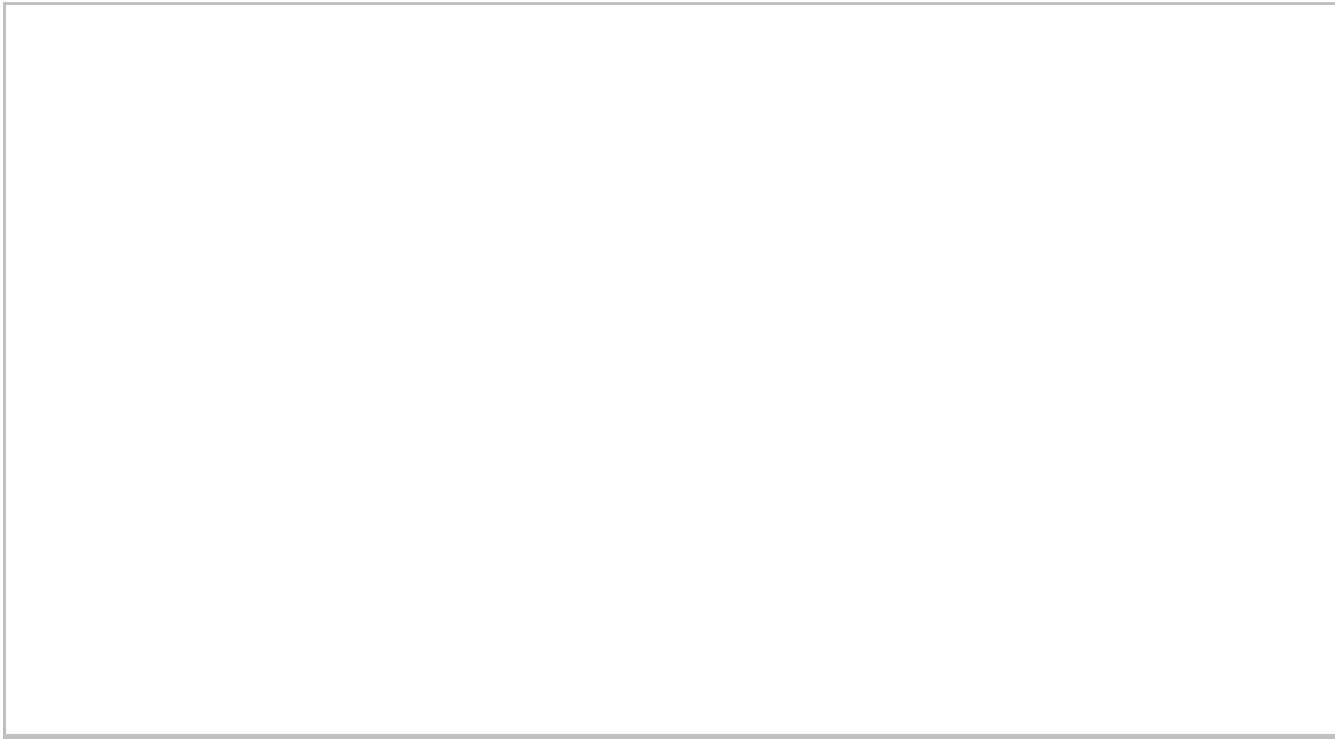
7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for the user to describe pain points related to the '7.2 PAIN POINTS' section.

7.3 SOLUTIONS



7.4 BUYER PERSONA



8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE



8.2 UNIQUE SELLING PROPOSITION (USP)



8.3 BRANDING



8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT



8.4.2 PRICE



8.4.3 PLACE

8.4.4 PROMOTION

8.5 MARKETING CHANNELS

8.6 BUDGET

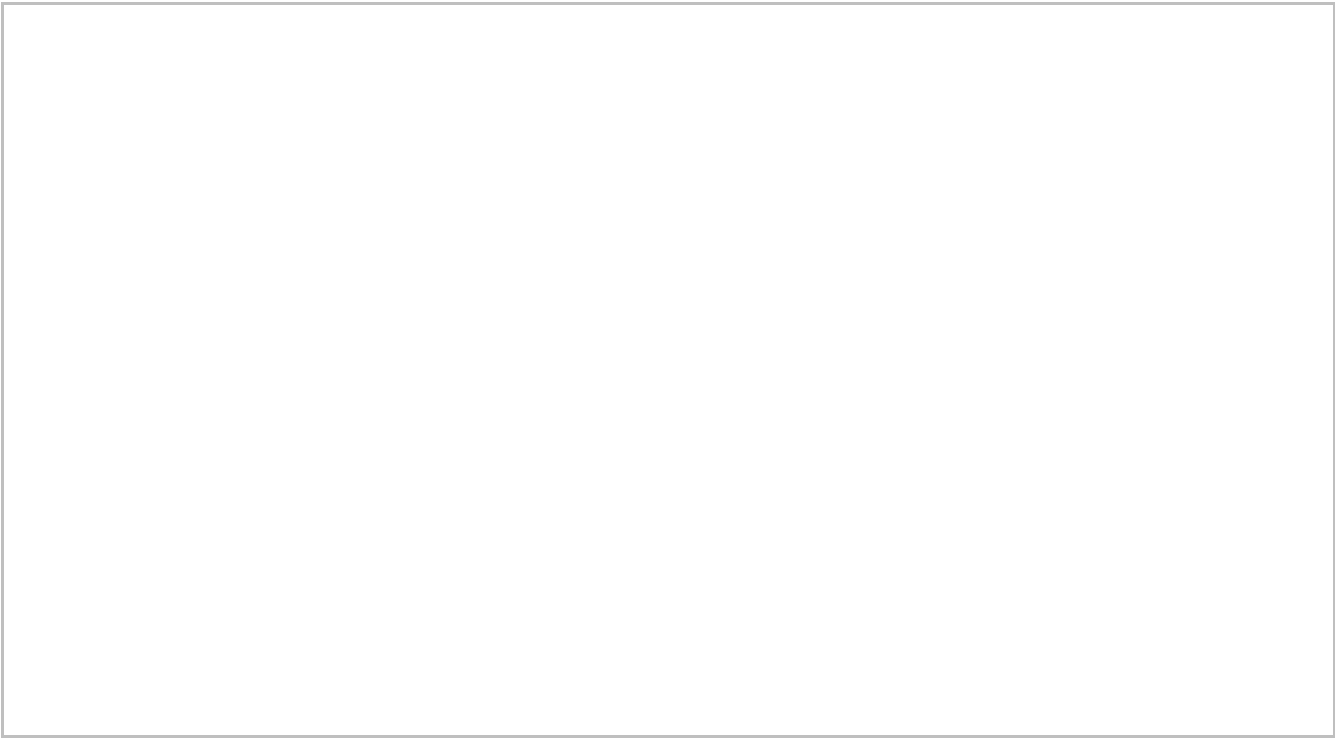


9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE



9.2 BENCHMARKS





9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

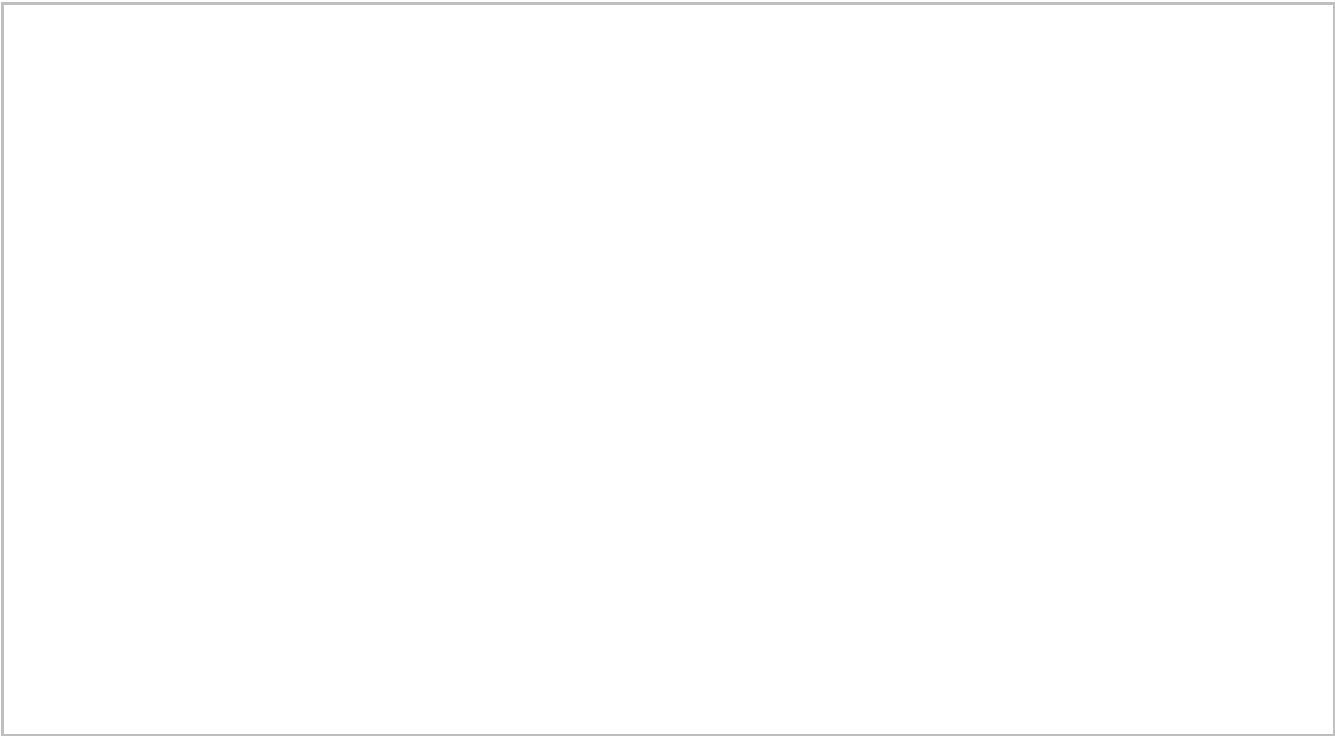


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAK-EVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

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10.3.2 CASH-FLOW PROJECTION

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10.3.3 BALANCE SHEET

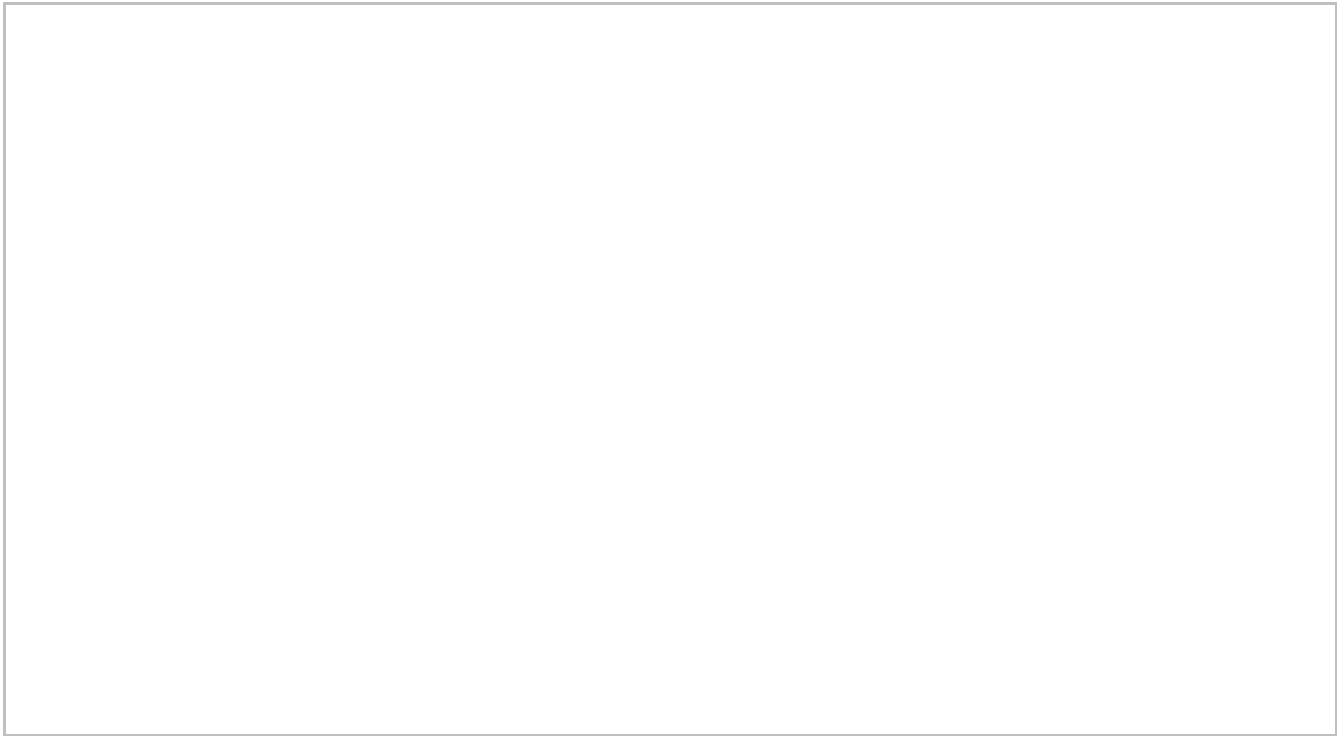
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11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



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