



# Go-to-Market Strategy Template



# Buyer Persona Matrix

## Business function

## Titles

## Role in the buying process

## Pain Points

## Product Value / Solution





# Marketing Objectives

Objective

Key Result

Key Result

Key Result



# Product Pricing & Packaging

Package

Price

Included Features

Evidence



# Lead-Gen Strategy Audit

## Phase 1 *AWARENESS*

### CHANNELS

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### CONTENT

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### TOPIC

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### PROMO STRATEGY

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## Phase 2 *ENGAGE*

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# Lead-Gen Strategy Audit

## Phase 3

*CONSIDERATION*

### CHANNELS

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### CONTENT

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### TOPIC

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### PROMO STRATEGY

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## Phase 4

*DECISION*

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