

THE PRODUCT MARKETER'S COMPREHENSIVE GO-TO-MARKET CHECKLIST

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MARKET RESEARCH

- _____ Identify target market segments.
- _____ Analyze market trends and dynamics.
- _____ Develop list of competitors.
- _____ Conduct SWOT Analysis.
- _____ Assess customer pain points and needs.
- _____ Conduct competitive analysis.
- _____ Determine the market's size and growth potential.
- _____ Develop buyer personas.

PRODUCT POSITIONING & MESSAGING

- _____ Craft a clear and compelling product positioning statement.
- _____ Define key product features and benefits.
- _____ Create messaging guidelines for each target segment and persona.
- _____ Highlight unique selling propositions (USPs).
- _____ Define a value proposition that addresses specific pain points.
- _____ Crafting a compelling elevator pitch for sales teams.
- _____ Detail competitive positioning, highlighting key differentiators.

priorities & other notes:

KEY CROSS-FUNCTIONAL PLAYERS

- | | | |
|-------------------------|--|---------------------------|
| _____ INTERNAL ANALYSTS | | _____ PRODUCT DEVELOPMENT |
| _____ INDUSTRY ANALYSTS | | _____ SALES TEAM |

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TARGET AUDIENCE

- _____ Detail customer personas.
- _____ Map the customer journey and decision-making process.
- _____ Identify influencers and decision-makers.
- _____ Determine the most effective channels for each persona.

PRICING STRATEGY

- _____ Determine pricing model: subscription, tiered, usage-based, or one-time.
- _____ Develop pricing tiers and feature packages.
- _____ Consider pricing strategy for different market segments.
- _____ Plan discounts, promotions, and bundling options.

DISTRIBUTION CHANNELS

- _____ Select distribution channels (online, retail, direct sales, partners).
- _____ Establish partnerships or collaborations as needed.
- _____ Develop a channel strategy for each distribution method.
- _____ Create partner and reseller agreements, if applicable.
- _____ E-commerce platform selection and setup, if relevant.

priorities & other notes:

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| _____ EXECUTIVE LEADERSHIP | | _____ SUPPORT & SERVICES |

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MARKETING PLAN

- _____ Develop a content marketing strategy.
- _____ Develop SEO / SEM guidelines
- _____ Define advertising and promotional tactics.
- _____ Plan email campaigns.
- _____ Outline social media strategies.
- _____ Consider influencer marketing, if relevant.
- _____ Include public relations and media outreach.
- _____ Budget allocation for marketing activities.

SALES ENABLEMENT

- _____ Thorough sales training programs, including product knowledge and objection handling.
- _____ Sales collateral for different stages of the sales cycle.
- _____ Sales scripts and playbooks.
- _____ Develop objection handling and sales pitch guidelines.
- _____ Tools for lead tracking, customer relationship management (CRM), and reporting.
- _____ Gather feedback on enablement plan from sales leadership & finalize.

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- _____ SALES TEAM

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DIGITAL PRESENCE

- _____ Establish website product content plan.
- _____ Implement a search engine optimization (SEO) strategy.
- _____ Online advertising strategy with ad copy, targeting criteria, and budget allocation.
- _____ Educational content creation plan (blogs, webinars, videos).
- _____ Monitor online reputation and reviews.
- _____ Comprehensive social media content and a content sharing.

CUSTOMER EXPERIENCE

- _____ Map out the customer journey and touchpoints.
- _____ Customer support and service plan with defined service level agreements.
- _____ Develop a system for collecting and acting on customer feedback.
- _____ Create loyalty and referral programs, if applicable.
- _____ Post-launch customer engagement and nurturing plans.
- _____ User onboarding and training materials.

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METRICS AND ANALYTICS

- _____ Define key performance indicators (KPIs) to measure success.
- _____ Implement analytics tools to track KPIs.
- _____ Regularly review data to make informed adjustments.

LAUNCH PLAN

- _____ Outline timelines, milestones, and responsible teams.
- _____ Pre-launch activities (teasers, beta, and soft launches).
- _____ Events and promotions.
- _____ Post-launch monitoring and feedback collection.
- _____ Create analyst briefing plan and presentation.

ADAPTABILITY AND CONTINUOUS IMPROVEMENT

- _____ Create a framework for ongoing strategy evaluation and adjustment.
- _____ Stay updated on market changes and emerging trends.
- _____ Scalability plans for future growth and expansion.
- _____ Solicit feedback from industry experts and analysts.

priorities & other notes:

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| _____ MARKETING TEAM | _____ SUPPORT & SERVICES |
| _____ INDUSTRY ANALYSTS | |