

GTM Strategy Marketing

1. Marketing Strategy: Core Message

Core message here

2. Product pricing & packaging

	Current pricing: Package 1	Current pricing: Package 2
EUR		
GBP		
USD		
Minimum employees required		

	Current pricing: Package 1	Current pricing: Package 2
EUR		
GBP		
USD		
% Increase		

Old
USD MRR
USD ACV

New
USD MRR
USD ACV

3. Targets / KPIs

Last 12 months	Next 12 months
X Deals Per Month	X Deals Per month
\$X MRR Per Deal	\$X MRR PER DEAL
Packages sold:	Packages sold:
X% Employees adopt product	X% Employees adopt product
X% MA to Closed Won	X% MA to Closed Won
ACV: \$X	ACV: £X
X Licenses	X Licenses

Option 1	
Company Size	X
Avg Licences	X
Per Licence	\$X
MRR	\$X
MB	X
MA	X
CR%	X
Deals	X
Total Licences	X
Total MRR	\$X

Option 2	
Company Size	X
Avg Licences	X
Per Licence	\$X
MRR	\$X
MB	X
MA	X
CR%	X
Deals	X
Total Licences	X
Total MRR	\$X

4. Marketing & Sales Strategy: ICP



5. Achieving X% Growth – [Territory] Contribution

	Sep 21	Oct 21		Nov 21	Dec 21	Jan 22		Feb 22	Mar 22	Apr 22		May 22	Jun 22	Jul 22
Employees onboarded management														
\$ / Employee / Month	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$
Employees onboarded marketing														
\$ / Employee / Month	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$
New MRR	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$
Cumulative UK MRR	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$

Marketing



6. Marketing Strategy: Key channels

Key channels:

1. Paid:
2. Content:
 1. Inbound:

To build a predictive, efficient marketing engine we need:

1. XXX
2. XXX
3. XXX

7. Marketing Strategy: KPI's per channel/model

1 deal model	Content Paid per month	
	Spend	3000
	Leads	100
	MBs	8
	MAs	6
	CW	1.2

Paid Direct Demo / GA per month	
Spend	2500
Leads	10
MBs	5.3
MAs	4
CW	0.8

Inbound / Campaigns per month	
Leads	20
MBs	8
MAs	6
CW	1.2

Brand spend	\$2000 / month
-------------	----------------

5 deal model	Content Paid per month	
	Spend	6500
	Leads	216
	MBs	17
	MAs	13
	CW	2.6

Paid Direct Demo / GA per month	
Spend	6000
Leads	24
MBs	13
MAs	10
CW	2

Inbound / Campaigns per month	
Leads	20
MBs	8
MAs	6
CW	1.2

Brand spend	\$1500 / month
-------------	----------------

8. Marketing Strategy: KPI's per channel/model

1 deal model	Content Paid per month	
	Spend	10,000
	Leads	400
	MBs	32
	MAs	24
	CW	4.8

Paid Direct Demo / GA per month	
Spend	8000
Leads	32
MBs	17
MAs	13
CW	2.6

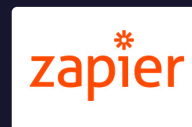
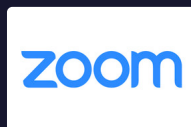
Inbound / Campaigns per month	
Leads	60
MBs	24
MAs	18
CW	3.6

Brand spend	\$1000 / month
-------------	----------------

9. Marketing Strategy: Budget

	Sep 21	Oct 21		Nov 21	Dec 21	Jan 22		Feb 22	Mar 22	Apr 22		May 22	Jun 22	Jul 22
Marketing deals														
Paid spend \$														
Brand spend \$														
Freelancer spend \$														
Contingency / testing / set-up \$														
Project: Re-brand \$														
Headcount: Content / SEO Exec \$														
Headcount:														
Growth Marketer £														
Total														

10. Marketing Strategy: Tech stack



Tech stack	Sep 21	Oct 21		Nov 21	Dec 21	Jan 22		Feb 22	Mar 22	Apr 22		May 22	Jun 22	Jul 22
	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$
	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$
	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$
	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$

11. Marketing Strategy: Tech stack

[Technology]:

- Justification 1
- Justification 2
- Justification 3

[Technology]:

- Justification 1
- Justification 2
- Justification 3

[Technology]:

- Justification 1
- Justification 2
- Justification 3

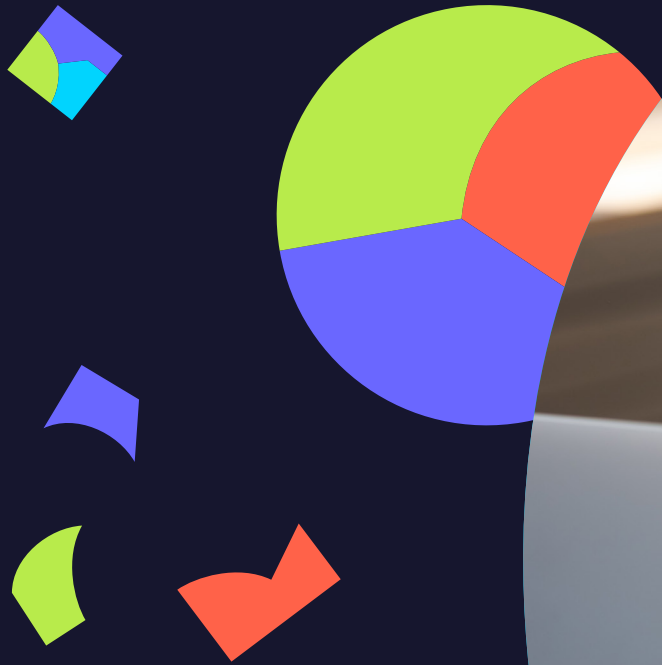
[Technology]:

- Justification 1
- Justification 2
- Justification 3

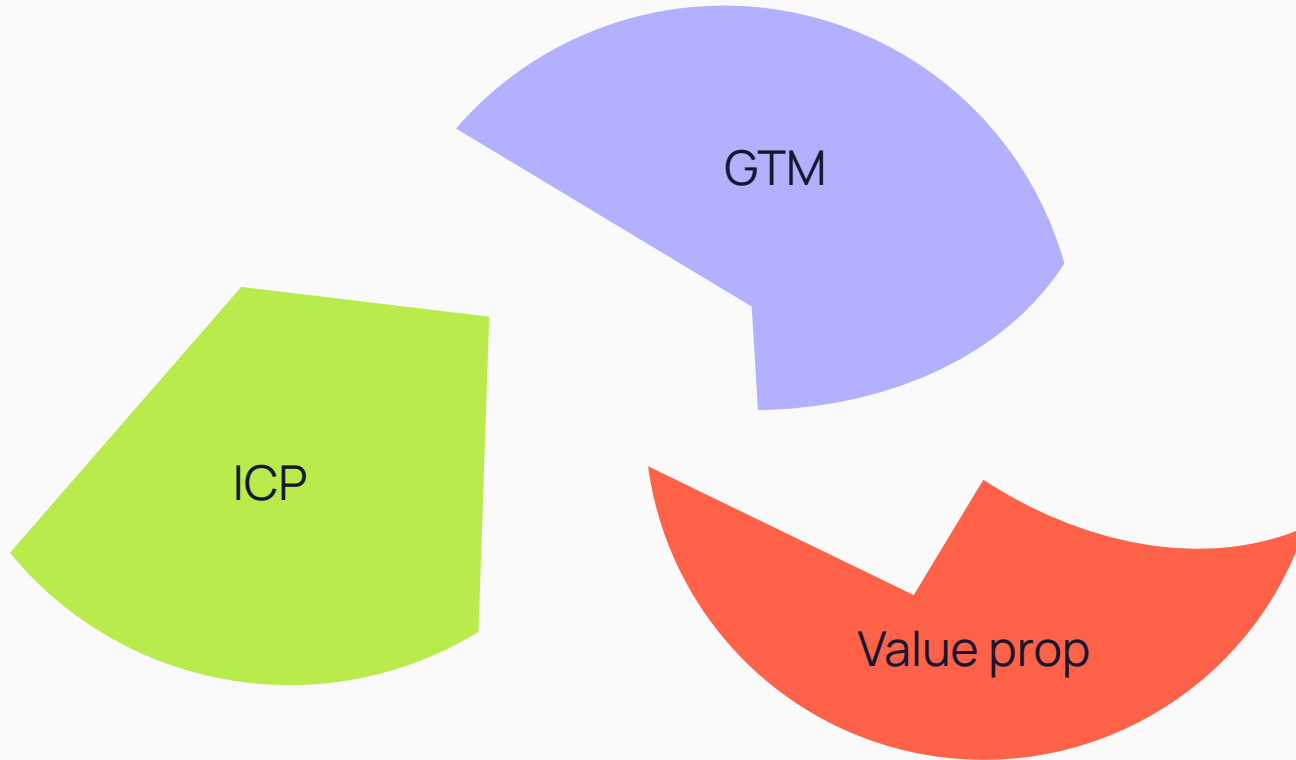
[Technology]:

- Justification 1
- Justification 2
- Justification 3

Sales



12. Value Prop/ICP/GTM



13. Sales Targets/KPIs

Last 12 months	Next 12 months
X Deals Per Month	X Deals Per month
\$X MRR Per Deal	\$X MRR PER DEAL
Packages sold: XXX XXX XXX	Packages sold: XXX XXX XXX
X% Employees adopt product	X% Employees adopt product
MB to Closed Won X%	MB to Closed Won X%
ACV: \$X	ACV: \$X
X Licenses	X Licenses

BDM KPIs

At Full Capacity (X Demos Per BDM):

X Deals CW PM @ \$X

\$X MRR Per Month Added

SDR KPIs

X MA

14. Required resources

[Resource 1]

Reason 1 for resource
Reason 2 for resource
Reason 3 for resource

[Resource 2]

Reason 1 for resource
Reason 2 for resource
Reason 3 for resource

[Resource 3]

Reason 1 for resource
Reason 2 for resource
Reason 3 for resource

15. Tech Stack

SDR Tech Stack

Name	Cost
Provider 1	
Provider 2	
Provider 3	
Provider 4	
Provider 5	
Provider 6	
Provider 7	
SDR Total Cost	

HoS Tech Stack

Name	Cost
Provider 1	
Provider 2	
Provider 3	
Provider 4	
Provider 5	
Provider 6	
Provider 7	
SDR Total Cost	



 **cognism**

