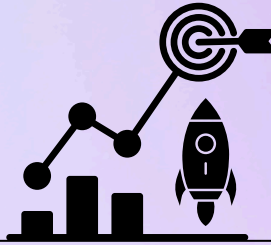


# What is Go-to-Market (GTM) Strategy



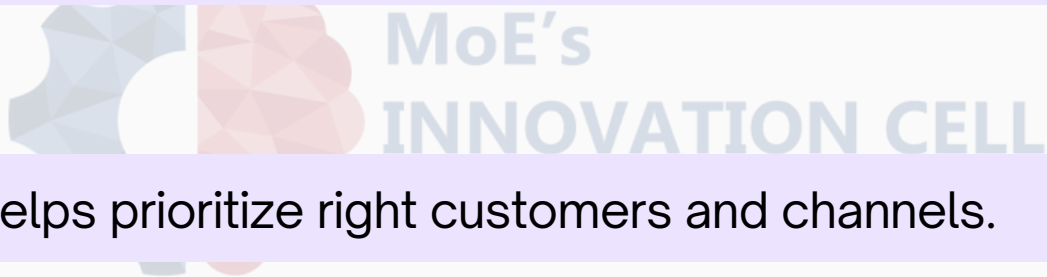
A Go-to-Market (GTM) strategy is the action plan that outlines how a company will launch, promote, and deliver its product to the target market.



Ensure the right product reaches the right audience at the right time.

# Why GTM Strategy Matters

- Reduces risk of product failure after launch.
- Aligns product, marketing, sales, and distribution teams.



- Helps prioritize right customers and channels.
- Increases speed to capture early market share.



# Core Elements of GTM Strategy

## Target Market

Define ideal customer segment.

## Value Proposition

Why customers should choose you.



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## Distribution Channels

How product will reach customers.

## Marketing & Sales Strategy

How to create demand and close deals.

## Pricing & Positioning

Where your product stands in the market.

# GTM Process – Step by Step



# GTM Strategies in Action

## Inbound GTM

Attract customers via content, SEO, social media.

## Outbound GTM

Reach customers directly via ads, calls, emails.

## Product-led GTM

Product itself drives adoption (e.g., freemium apps).

## Channel-led GTM

Use partners, distributors, resellers.

# Real-World Examples:

## Slack:

Product-led GTM (freemium, viral adoption in teams).



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INNOVATION CELL

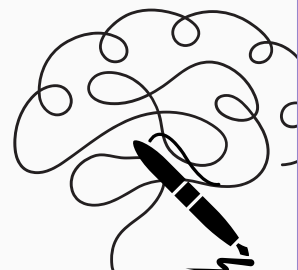
(GOVERNMENT OF INDIA)

## Dropbox:

Referral-based GTM (free storage for sharing).

## Tesla:

Direct-to-consumer GTM (showrooms + online).



# The Essence of a Strong GTM

GTM strategy bridges the gap between product and market success.



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Tailor your GTM based on product type, audience, and resources.

It's not a one-time plan → continuously test, measure, and refine.

