



The Go-To-Market Playbook



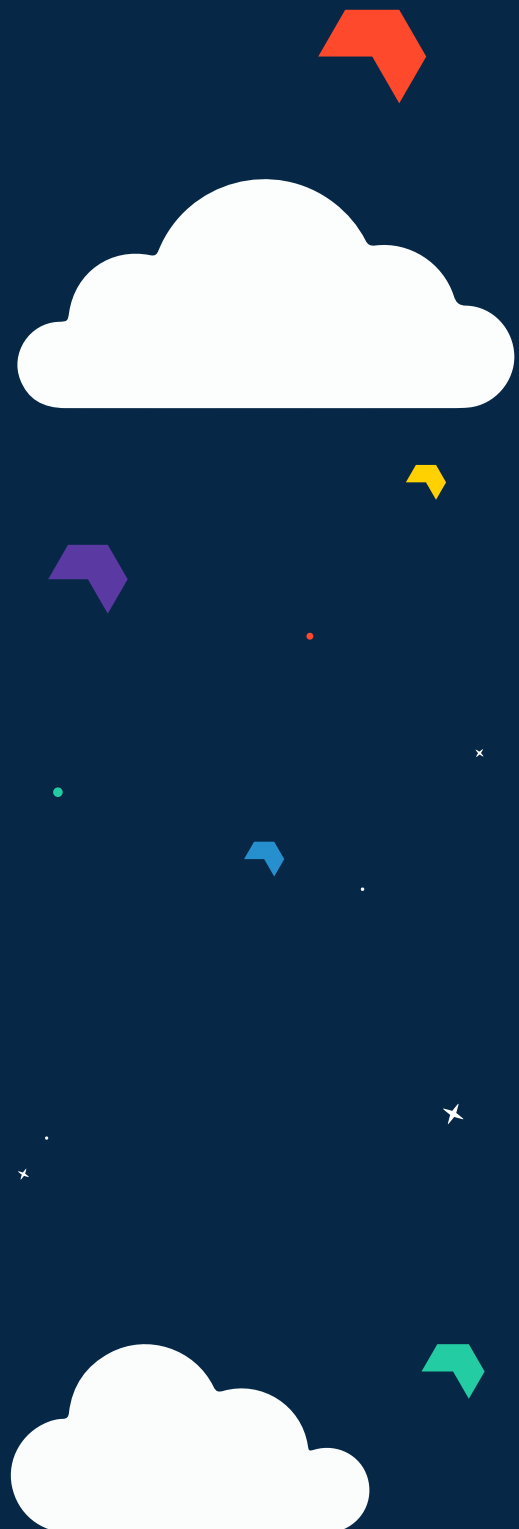
Aligning Positioning, Process & People To Launch
Your Next Great Software Product



Stage 1: Ideation

The first phase is a **collaborative** one, in which product marketers, along with the remainder of the company should be having an open discussion about the problems and needs identified.

- ☐ Through user feedback, determine pain-points your customers have/identify a problem
- ☐ Meet with product team and determine how you will solve identified problems
- ☐ Complete lean canvas
 - ☐ Problems identified
 - ☐ Solution your product provides
 - ☐ Determine unique value proposition
 - ☐ Addressable buyer segments
 - ☐ Note your competitive advantages
- ☐ Develop initial messaging
- ☐ Write up FAQs
- ☐ Begin to determine pricing
- ☐ Identify KPIs (key performance indicators)
- ☐ Ideate product name
- ☐ Begin to determine pricing
- ☐ Update product hierarchy





Stage 2: Build

Now that you've identified your problem and gotten the solution approved for development, product marketing should begin to **develop the overall messaging** and language behind the product.

- ☐ Develop message house
- ☐ Determine tools and assets that must be built
- ☐ Identify departments that will need training
- ☐ Determine launch date

TIP: Your message house is a one-page, foundational messaging document that, once approved, will inform marketing, sales, and training materials that are to be built later on.

Stage 3: Soft Launch

While this phase is often overlooked, it's crucial that feedback from customers is given **prior to the official launch**.

- ☐ Create and provide slides for appropriate account managers
- ☐ Create and provide one-pager for appropriate account managers
- ☐ Leverage select customers in beta group





Stage 4: Go-to-Market Launch

In this stage, external assets will be published to **generate public awareness**.

- ☐ Landing page designed and launched
- ☐ Make additional updates to website
- ☐ FAQ is finalized
- ☐ Blog post is written and published
- ☐ Email sent to customers notifying them of launch
- ☐ Email sent to prospects notifying them of launch
- ☐ Posts published on social media to notify public of launch
- ☐ Paid search ads published to notify public of launch

The week before launch should be dedicated to your team. Provide:

- ☐ Live trainings for relevant teams
- ☐ Exam certifications
- ☐ Market-facing teams with documentation and training necessary for selling your solution





Stage 5: Go-to-Market Continued

The hard work is just beginning – product marketing should have a plan for **three- to six-months after your product has launched** to continue to fuel future campaigns.

This stage is what's responsible for the pipeline, revenue and adoption your new product achieves.

- ☐ Launch follow-up webinar
- ☐ Provide a follow-up live demo
- ☐ Write up a follow-up case study

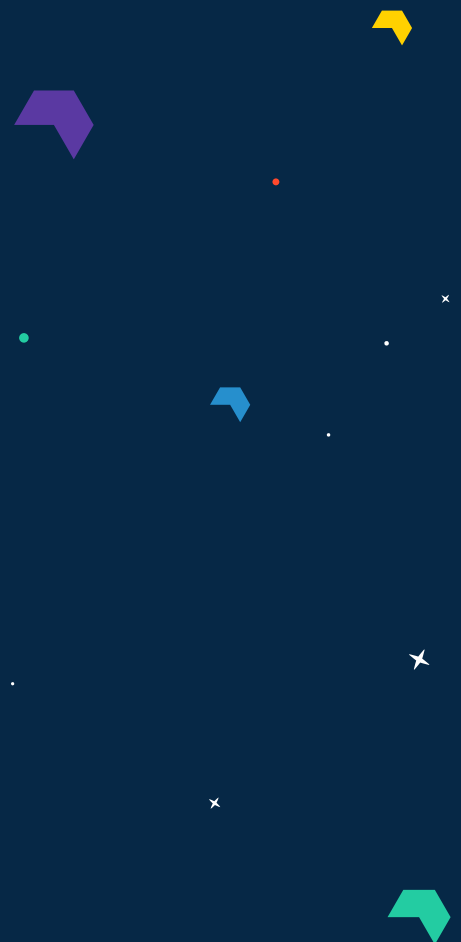
There's no such thing as a perfect product launch process. By nature, it's fluid, and no two launches (or products) are identical. However, your launches can and should follow the same general blueprint to ensure rollout consistency.

Following this five-step blueprint will help **establish expectations, hold collaborators accountable and ensure your launch is as complete as possible**, end to end.

Now, go launch your next great product!

You and your team have accomplished something huge. Don't let anyone forget it.

After launch, remember to send out reminders and additional resources for those who matter most: your customers.





Additional Resources

A Repeatable Go-To-Market Playbook to Launch Your Next Product

What is Product Marketing? (+Tips on How to Market Your Product)

6 Essential Elements of a Product Marketing Strategy

Expert Opinions on Building Hype for New Product Introductions

