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Go-to-Market (GTM) Strategy Principles

I am learning GTM strategies and here is one based on three simple principles.



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Identify Ideal Customer Profile (ICP)

Who are the ideal customer of the product or service? Nope, not everyone. Must narrow it down as much possible for this to be effective.

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Define a Core Message

Educate the customer with the core message why they need the product.

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Identify and Join Ecosystems, Marketplaces

We need to find where our idea customers are hanging out. Typically there are marketplaces or ecosystems where they are already there. Find them and become part of them for visibility and marketing.

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