



"GHEORGHE ASACHI"
TECHNICAL UNIVERSITY OF IASI



Go to market strategy

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**BEST Course in Summer, 10-21 July 2023,
Iasi**



iAGILE
Noi convergențe de
internaționalizare la TUIASI



Project CNFIS-FDI-2023-F-0457: iAGILE
(Noi convergențe de internaționalizare la TUIASI - iAGILE)
<http://www.international.tuiasi.ro/>

Contents



Key Elements of a Go-to-Market Strategy

Market Research

Product Positioning

Pricing and Revenue Models

Distribution Channels

Marketing and Promotion

Sales Strategy

Implementation and execution



Objectives

1. Gain a comprehensive understanding of the key elements of a go-to-market strategy.
2. Learn how to conduct market research and analyze competition.
3. Develop skills in product positioning, pricing, distribution, marketing, and sales strategies.
4. Apply the knowledge gained through interactive activities and real-world examples.
5. Leave with a solid action plan to implement their own go-to-market strategies.



On Wednesday
we will have:

+



What is a Go-to-Market Strategy?

A plan of action that outlines how a product or service will be launched and brought to market successfully.

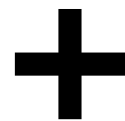




Why create a GTM Strategy?

- 
- It helps founders identify their target audience, understand market trends, and differentiate their offerings from competitors.
 - A well-defined strategy reduces risks and uncertainties by outlining clear goals, tactics, and metrics for success.
 - It ensures that resources and efforts are allocated efficiently, leading to optimized time and cost management.
 - A go-to-market strategy empowers founders to effectively communicate the value of their products to potential customers, investors, and partners.
- 

Let's hear about
your products!



Key Elements of a Go-to-Market Strategy



Market Research



Product Positioning



Pricing and Revenue Models



Distribution Channels



Marketing and Promotion



Sales Strategy

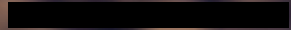


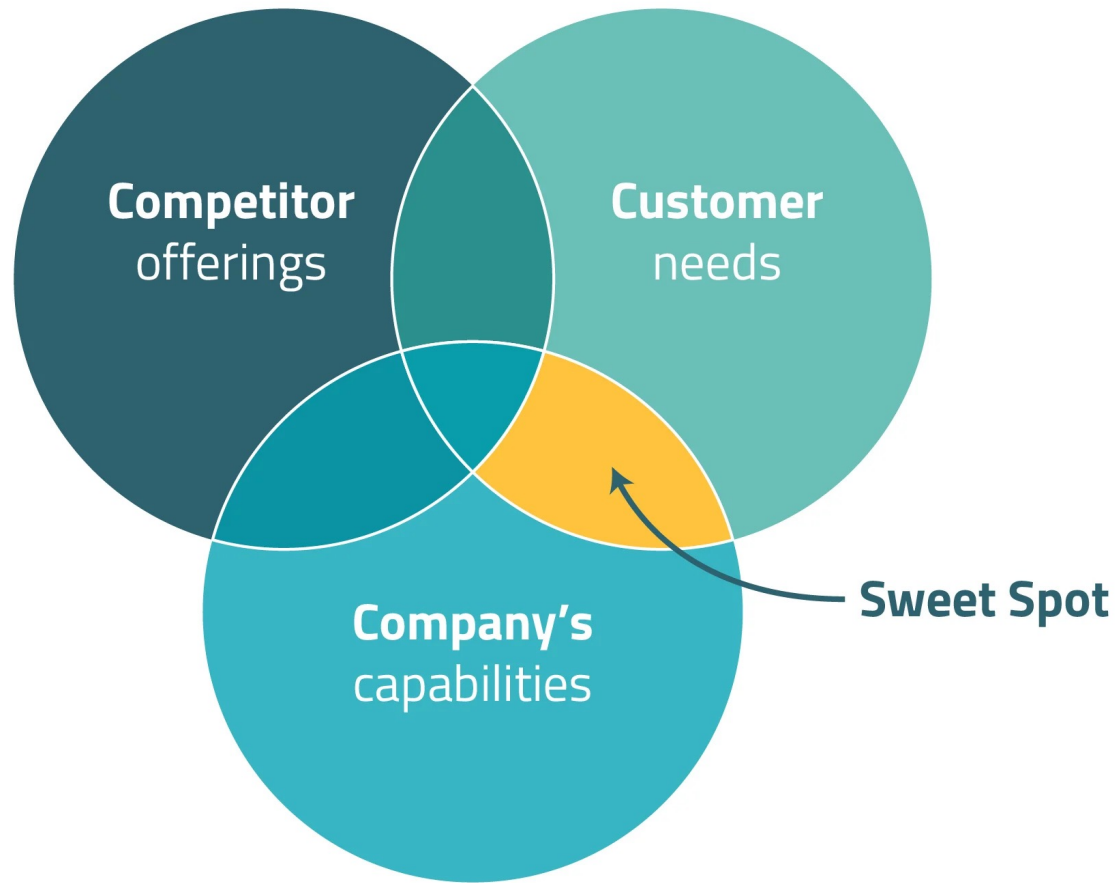
Market research

- Customer Surveys and Interviews
- Competitor Analysis
- Market Trends and Analysis
- Persona Development (pain points)



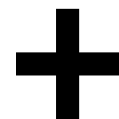
Let's hear about
your customer
persona!





Product Positioning

- the process of defining how your product is distinct from competitors and how it meets the needs of your target audience.

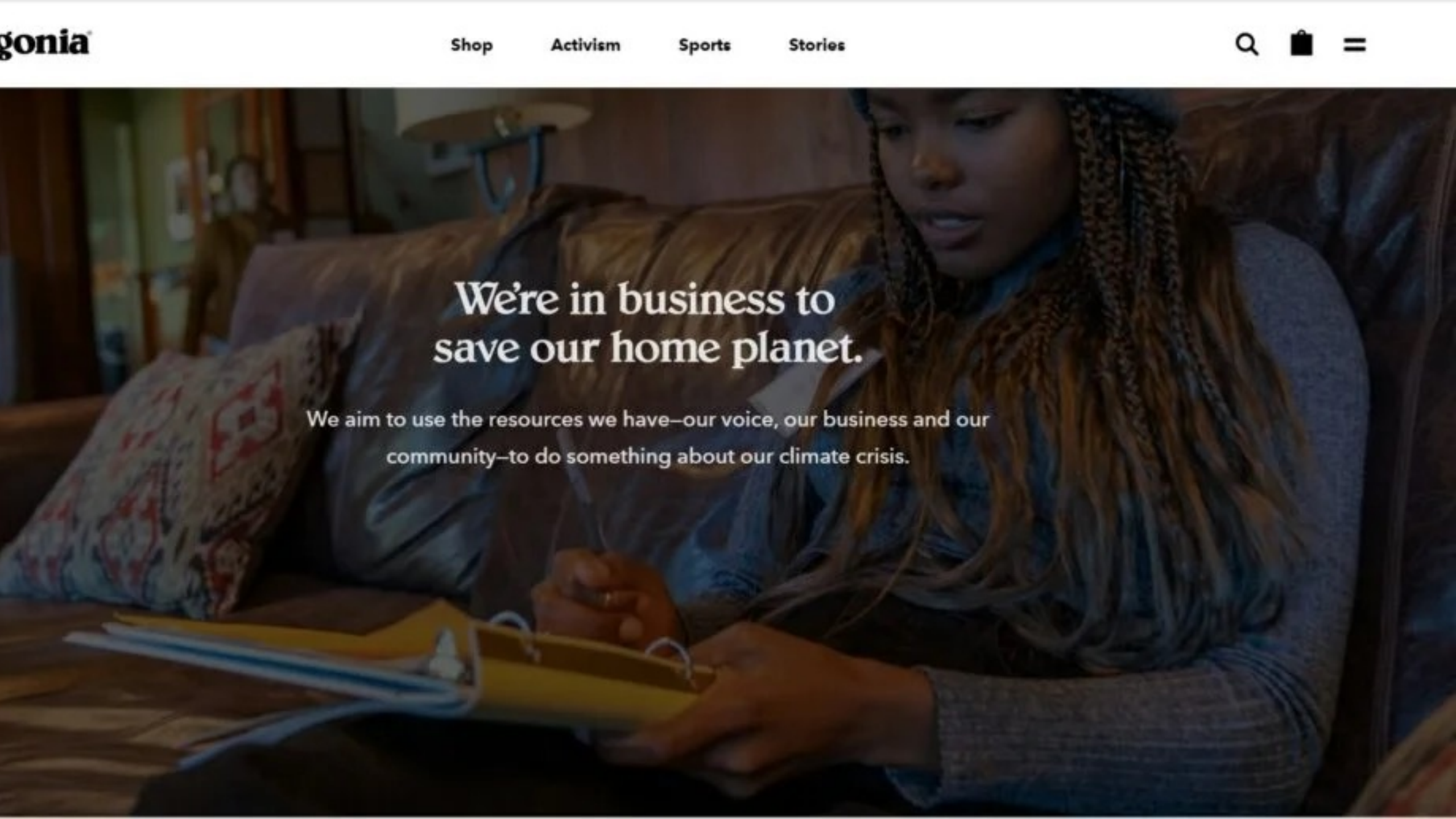




Let's work!

Unique Selling Proposition (USP)

- The USP should answer the question: "Why should customers choose our product over others?"
- Identify the unique features, benefits, or qualities that set your product apart from competitors.

A woman with long, dark braided hair is sitting on a couch, looking down at a yellow folder she is holding. The scene is dimly lit, suggesting an indoor setting at night or in low light. The woman is wearing a grey long-sleeved top. The couch has patterned pillows. The overall mood is focused and serious.

We're in business to save our home planet.

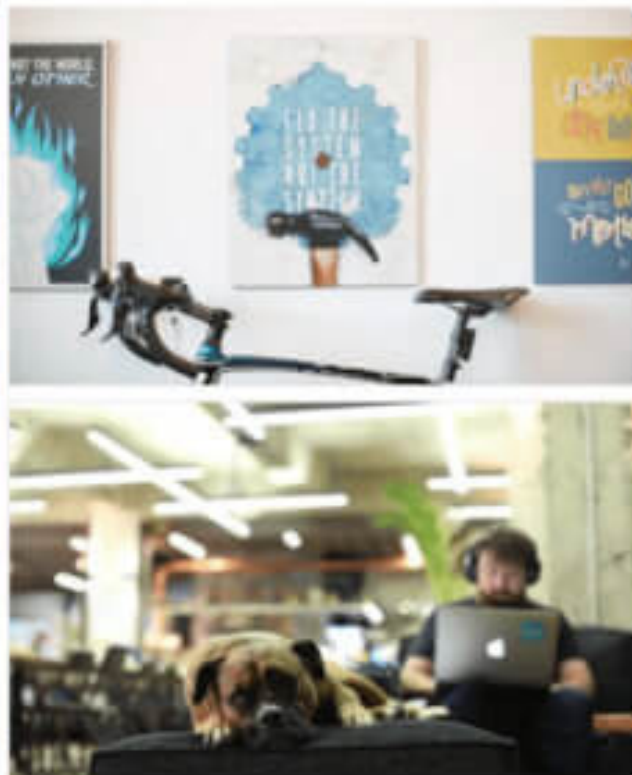
We aim to use the resources we have—our voice, our business and our community—to do something about our climate crisis.



ABOUT CANVA

Empowering the world to design

Launched in 2013, Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere.



Let's hear your
USP!





Let's work!

- Positioning statement
- The positioning statement should convey the unique benefits, target audience, and the product's competitive advantage.
- The positioning statement should be memorable, impactful, and aligned with the overall brand image.

Positioning Statement Template

For _____, _____ is the _____
(target) (brand) (category)

that is the _____
(point of difference)

so they can _____
(end benefit)

because _____
(reason to believe)

Example Positioning Statement Tesla

For customers who want climate-aware automobiles, Tesla is a
(target market) (brand)

hybrid automobile company that offers a guilt-free trip every time
(category) (point of difference)

so customers can make a small impact on the world because Tesla
(end benefit)

has shown extreme innovation and willingness to make a difference.
(reason to believe)

Nikon Positioning Statement

For (creative professionals with an eye for capturing and sharing beauty), (Nikon) is

(target)

(brand)

the (digital point and shoot) that delivers (a window to their world), so they can (ex-

(category)

(point of difference)

perience deeper connections through a shared perspective) because (of Nikon's 100

(end benefit)

year history of developing new technologies that allow you to capture and share

(reason to believe)

your experiences in their purest form, it's as if you were there)

Coca-Cola Positioning Statement

For (individuals looking for high-quality drinks), (Coca-Cola) is a (widw range of the

(Target)

(Brand)

(Category)

most refreshing beverages), that delivers (happiness unlike other beverage options),

(Category)

(Point of difference)

so they can (enjoy a Coca-Cola drin & make a positive difference in their lives),

(End benefit)

Because (the brand is intensely focused on the needs of customers).

(Reason to believe)

Let's hear your
positioning
statement!



Pricing and Revenue Models Objectives

- Maximize profitability
- Increase market share
- Enhance perceived value
- Penetrate new market segments

Pricing Strategy

Value-Based Pricing

Cost-Based Pricing

Competitive Pricing

Promotional Pricing



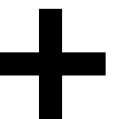
Pricing Communication

- Crafting clear and compelling pricing messages.
- Communicating the value and benefits of the product/service in relation to the price
- Addressing price objections and demonstrating the affordability of the offering



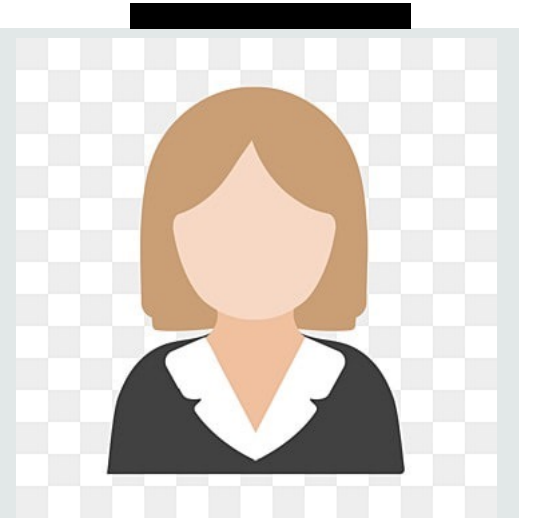
Let's work!

- What's your price and pricing strategy and why?



Distribution Channels

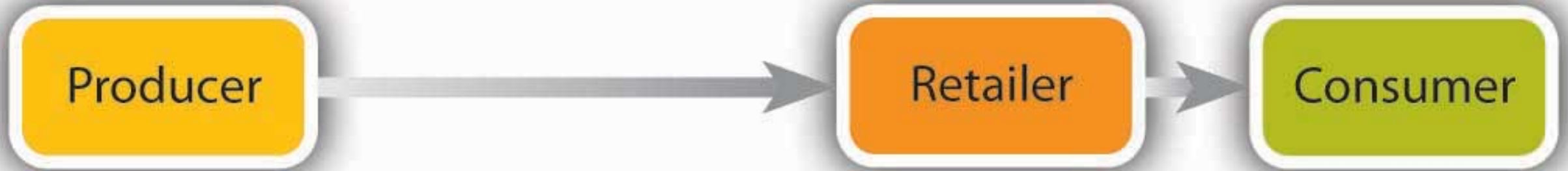
- Distribution channels determine how a product reaches the target market and customers.
- Choosing the right distribution channels ensures efficient and effective delivery of the product.
- Founders should carefully consider their target audience and product characteristics when selecting distribution channels.



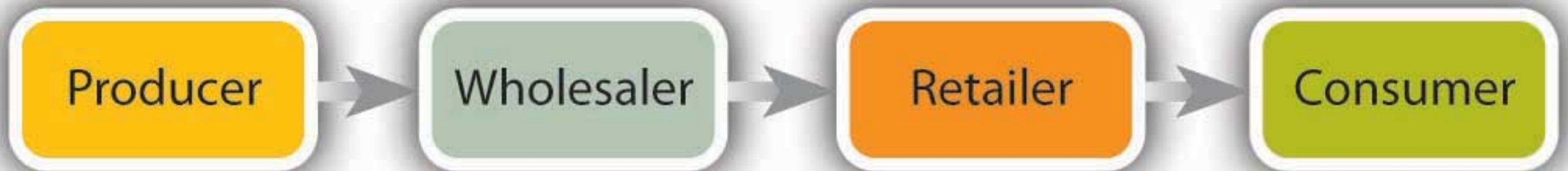
Selling Directly to Consumers



Selling through Retailers

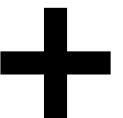
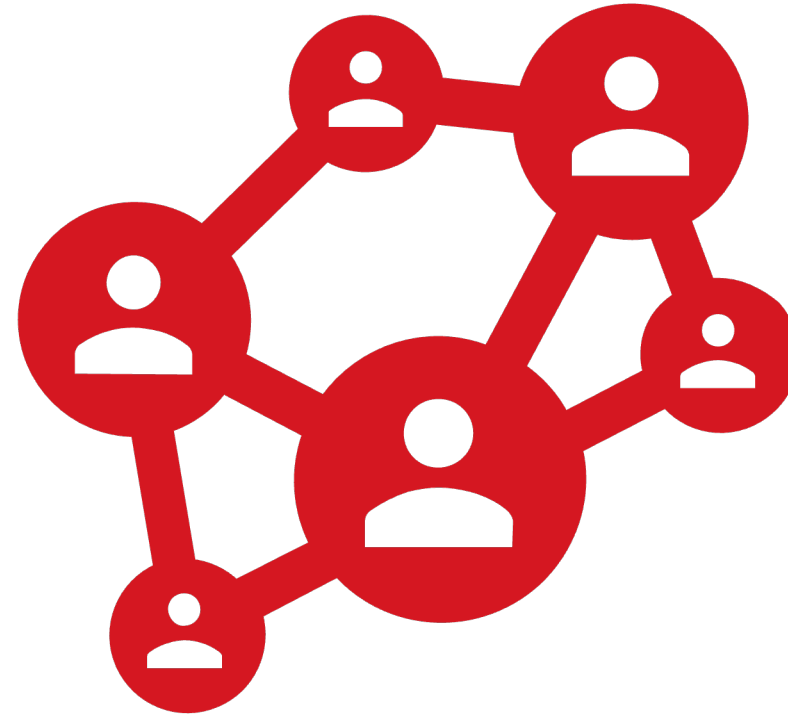


Selling through Wholesalers



Let's work!

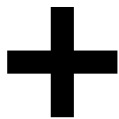
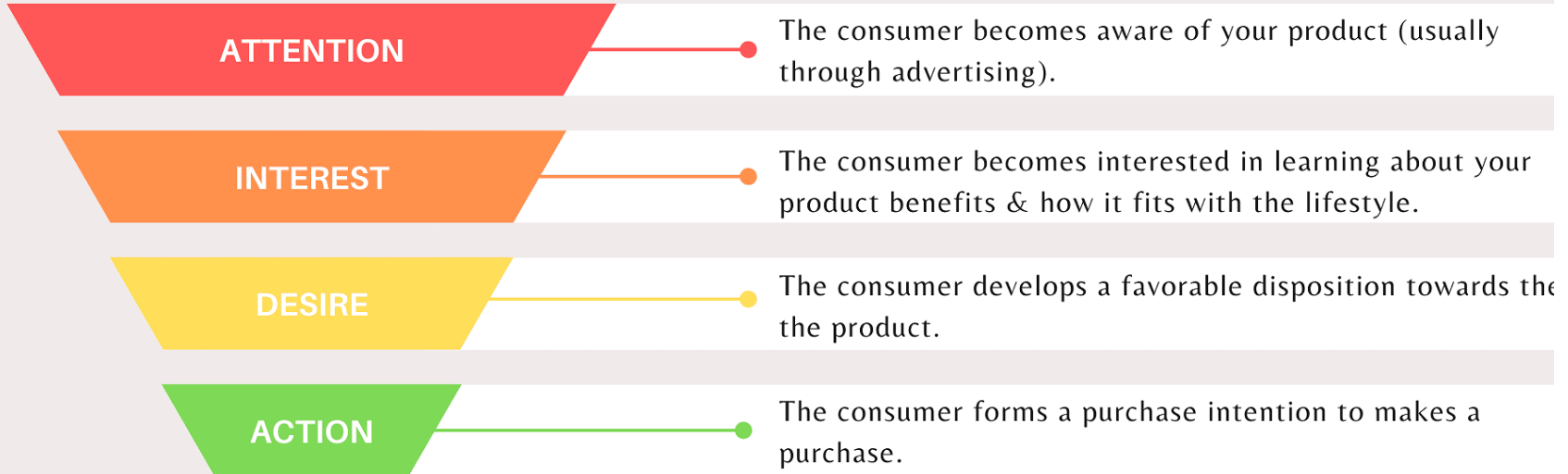
– What's your
distribution strategy?



Marketing and Promotion

- Marketing and promotion activities create awareness, generate interest, and drive demand for a product.
- Effective marketing strategies help students reach their target audience and differentiate their product from competitors.

AIDA Model



Let's work!

- Promotional strategy
- Define the key messages, promotional channels, and any creative ideas to engage customers.
-



Pitch deck



Slide 1: Introduction and team



Slide 2: Costumers persona



Slide 3: Problem statement



Slide 4: Solution and value proposition



Slide 5: Competitive advantage



Slide 6: Communication strategy



Slide 7: Revenue model

Thank you!

