

# \_Go-to-market

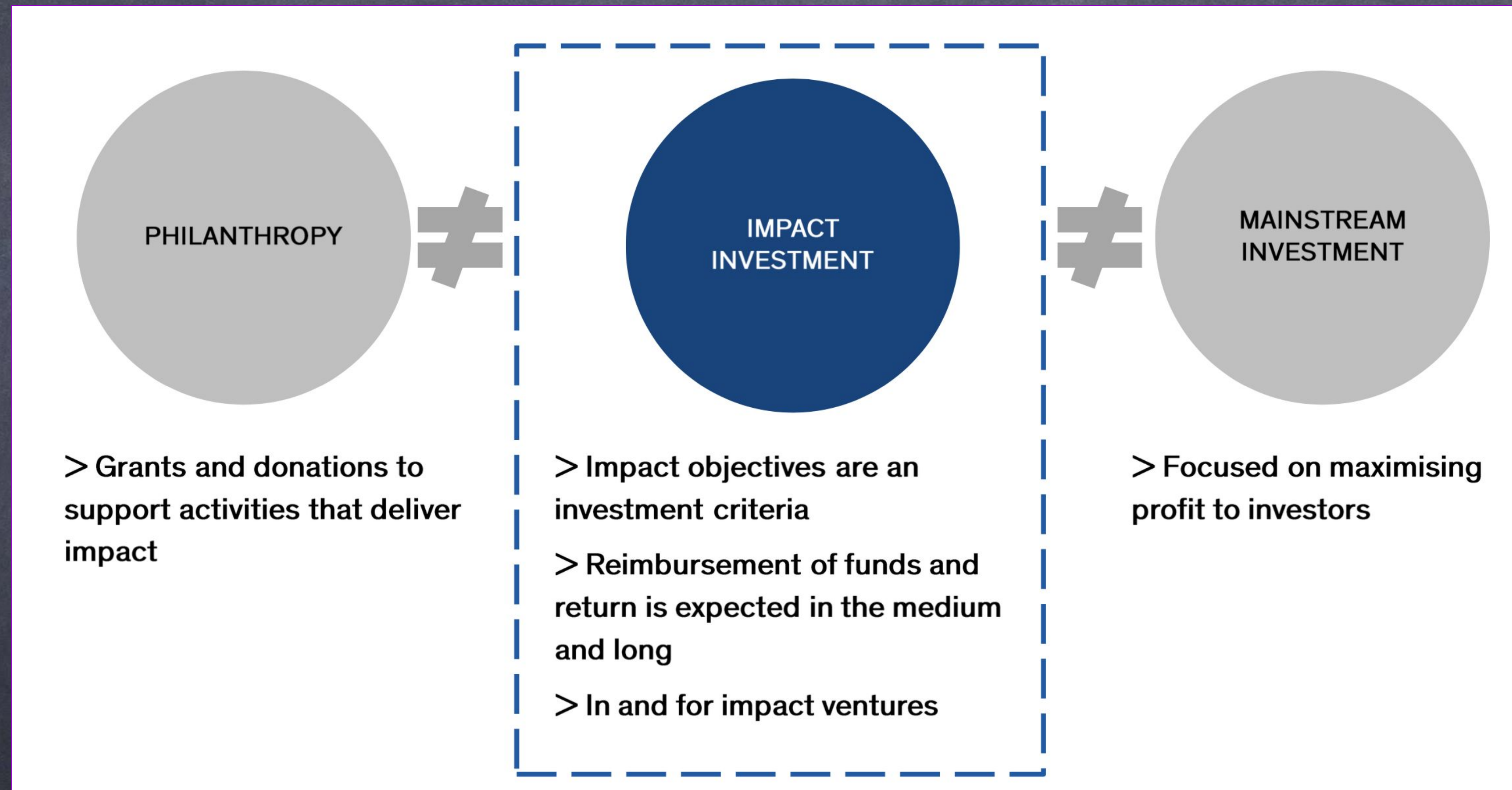


*To recap*

✓ Impact Investing

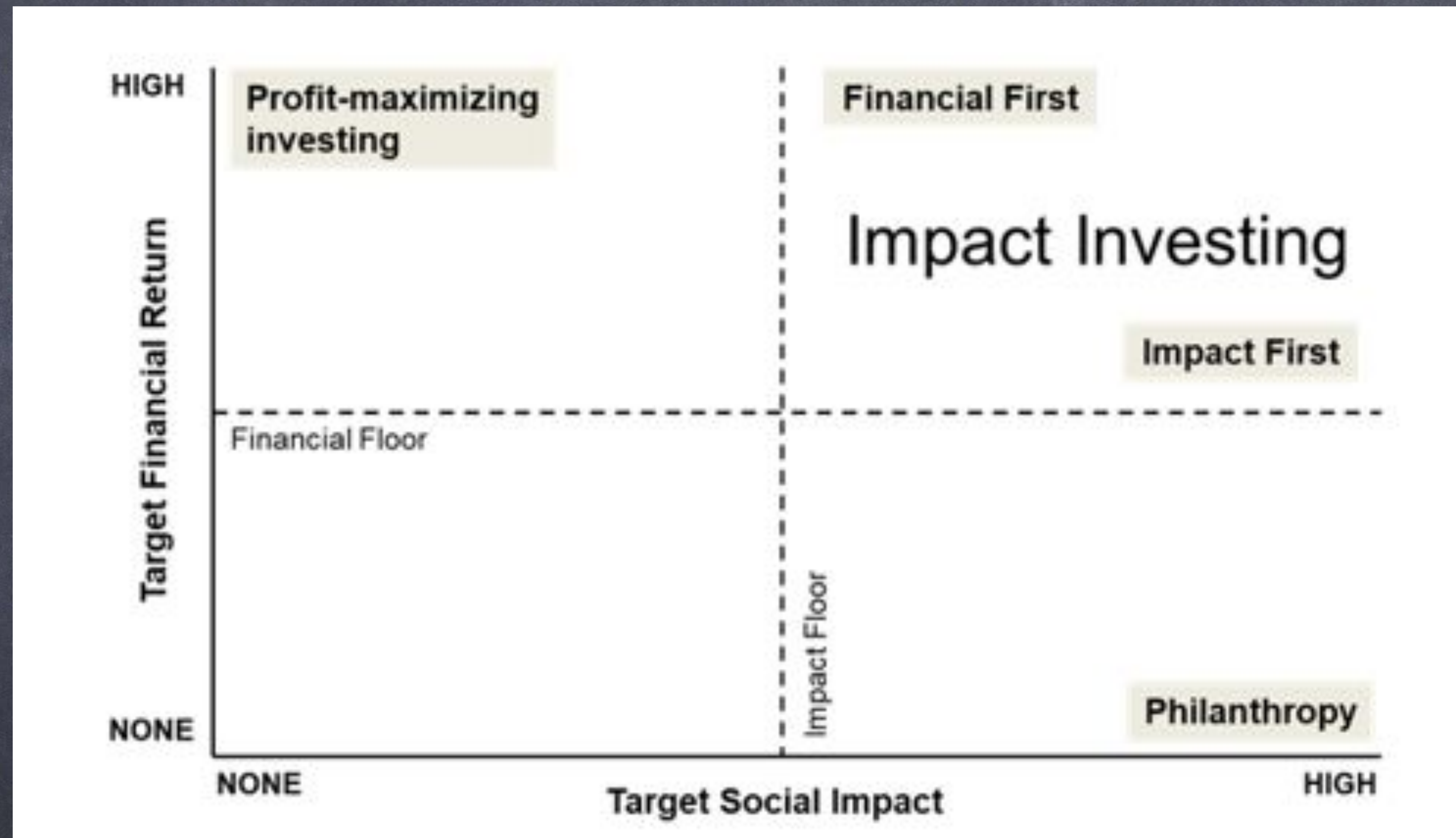


# *\_impact investing*





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*\_go-to-market*

- GTM outlines the big picture and encompasses everything from sales to marketing to product/solution.



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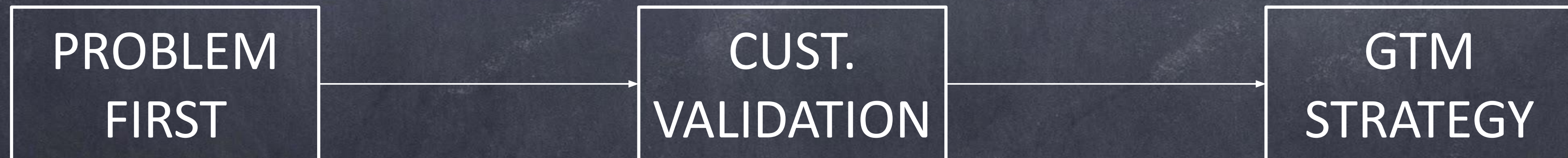
- GTM outlines the big picture and encompasses everything from sales to marketing to product/solution.
- A go-to-market strategy details how a company plans to attract its ideal customers and establish a market presence.



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# *\_GTM vs. Sales vs. Marketing*

GTM outlines the big picture and encompasses everything from sales to marketing to product.

So the sales and marketing strategies dive more into the specifics of selling and marketing, serving as a subset of the GTM strategy.



6 key concepts:

- Market
- Ideal Customer Profile (ICP)
- Value Proposition
- Offer
- Messaging
- Positioning



It is the “space” a company play in. It involves:

- The PROBLEM it addresses
- Your GAP - “problem/solution” fit
  - Persona-specific



# Market

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- Your GAP - “problem/solution” fit
  - Persona-specific

Why is it important?

By narrowing down on your target market, you provide credibility towards the problem you are solving.



# *\_Ideal Customer Profile*

A company's dream customer!

It starts with B2B, B2C, B2B2C, B2G...



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Why is it important?

If you have a clear ICP in mind, you know exactly what they're thinking, who they are getting advice from, how they go about their buying process etc...



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Why is it important?

By having a clear value proposition, it allows you to stand out in the market and differentiate yourself from alternative options within the market



# Offer

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Why is it important?

With a good offer, you're able to gain the buy-in of ideal prospects



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Without a clear messaging framework, you risk being inconsistent in the messages you're sending to your prospects.

This may confuse them and if they can't clearly understand how you can help them, they won't buy into your solution.



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Why is it important?

Without good positioning, you become “one-of-many”, and you’ll be compared to the many alternatives within the market...



To come:

- ✓ More about GTM: use cases



See you on next session :)