

Action Guide

377: Get your product's go-to-market strategy right

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Application Questions

1. What are some successes and problems you've had with launching products?
2. What go-to-market process does your organization use? What are its strengths and weaknesses?
3. How is product management involved in the go-to-market process at your organization?



Actions to Take

What to Do Now

- List your market objectives for your next product launch. Create a game plan for each objective.
- Talk to your leadership about putting more resources toward messaging about your value proposition. Work to create a multichannel approach.

What to Do Soon

- Create a tiered go-to-market process. Create clear objectives, know your target audience and positioning, create copy and choose messaging channels, and align your stakeholders.
- Put procedures in place for communication between product, engineering, and marketing.