

GO-TO-MARKET FRAMEWORK

THE SIX PILLARS

Are you looking for where your subsequent growth can come from, considering a new product or have a new business or product to launch?

You will need to gather some key information to help you decide if your idea is viable and has the potential for profitability.

I am **Sharon Wright**, Founder of Nurture Consultants Ltd. I have spent seventeen years working for the world's leading sports brands, **Nike and Adidas**. In 2018, I set up my own company to help **startups** and **SMEs** grow in a **repeatable, sustainable and profitable** way. Using my knowledge and experience, I created the Six Pillars of GTM as a framework. It is one I have used countless times with clients to deliver results, as well as teach as part of my workshops.

STEP 1. MARKET INTELLIGENCE

This process will also give you in-depth insights into the potential size and value of the market, which is crucial when pitching this to senior leadership or investors. Understanding what information to gather and where from, will allow you to create a business feedback loop so that you can continually stay up to date on your market intelligence.

You will also take valuable information from this section to help you as part of your sales and marketing strategy and planning.

1. Market Sizing
2. Market Research
3. Competition
4. Market Insights
5. Buyer Personas



STEP 2. COMPETITOR INTELLIGENCE

In step one, you will have identified your main competitors. You will still require a deeper dive into your direct, indirect and potential competitors to help guide your decision-making across multiple areas such as positioning, pricing, product, and distribution.

Creating this as a business process across product sales and marketing will give you the necessary competitor intelligence that can help you to capitalise on opportunities, shape future product/service decisions and, most importantly, help you drive competitive advantage.

1. Identifying the competitors
2. Market Share
3. Product Strategy
4. Positioning
5. Strategic Insights
6. Marketing Insights
7. Process Implementation



STEP 3. PRODUCT STRATEGY

Planning ahead your future products and services is an essential part of any product and business strategy. Steps one and two help to shape this part of the decision-making process via marketing intelligence allowing you to create a compelling value proposition. It will also guide insights for effective product market positioning and messaging.

1. Product Road Mapping
2. Value Proposition
3. Product Marketing



STEP 4. POSITIONING

One of the most pivotal steps of go-to-market is positioning. Understanding how you will enter a market and have confidence in your approach is a combined process of market intelligence and creative input. Knowing how this links back to your brand positioning is an integral part of brand management, and it is why I place brand strategy as the phase one foundational layer.

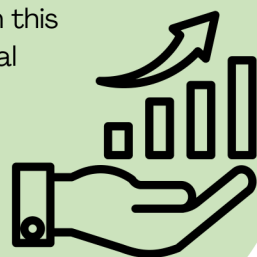
1. Positioning Strategies
2. Driving Competitive Advantage
3. Brand Positioning
4. Brand Management
5. Positioning Statements
6. Product Positioning



STEP 5. GROWTH ACCELERATORS

Marketing and advertising are fundamental to getting your product or service out there. Still, there are other elements to the mix in gaining traction and reach : growth accelerators. These strategic partners, organisations, celebrities, or creators form part of a longer-term vision and strategy. I have purposefully separated these strategic partners from the marketing strategy phase on this basis; any tactical short-term brand alignments can still be part of individual campaign activation plans.

1. Strategic Partnerships
2. Partnership Value
3. Brand Ambassadors - selection and management
4. Creative influencer - selection and management



STEP 6. SALES AND DISTRIBUTION

If you sell via wholesale, the selection, approach, operations, support, and account management will be vital to your success. Choice of distribution should be part of your brand positioning strategy. The previous steps will help you with your approach.

Developing a professional sales and account management process is part of how you show up in the market. Buyers are your customers as well as your gateway to your consumers.

1. Distribution planning
2. Sales Forecasting
3. Sales Planning
4. Retail Marketing
5. Implementing Sales Standards
6. Sales Reporting



NEXT >>

PHASE 3. MARKETING STRATEGY

What is it?

‘A long-term plan to help achieve the company goals through reaching and converting consumers into customers’

Without the building blocks of the six pillars of GTM, you will not have refined or defined the necessary components to create an effective marketing strategy and plan.

Marketing strategy and planning are an extensive and crucial part of your GTM. For this reason, these are covered as a separate guide.



WANT TO WORK TOGETHER?

If you would like to work with me where I coach you through these six pillars, I offer small group workshops. If you are interested in attending one or would like further information, please drop me an email at

Sharon@nurtureconsultants.com

I also work on a one-to-one advisory level where I can work on an hourly basis each week, working through this process relevant to your business stage. Please email me if you would like to discuss this further.

Thank you
Sharon

