



From Planning to Launch:

VYUGH MARKETING'S 5-STEP GTM PROCESS



1. DISCOVERY AND ASSESSMENT

We start by diving deep into your business, industry, and target market:

- Conduct market research to identify industry trends and competitor positioning.
- Assess current capabilities, product value propositions, and customer pain points.
- Gather insights through stakeholder interviews and customer feedback to map expectations.

OUTCOME:

A clear understanding of your business landscape and opportunities.



2. STRATEGIC PLANNING

Using insights from the discovery phase, we design a bespoke GTM framework:

- Define ideal customer profiles (ICP) and buyer personas.
- Establish GTM goals aligned with business objectives (e.g., revenue, brand growth, or market share).
- Outline pricing, positioning, and messaging strategies to differentiate your product/service.

OUTCOME:

A comprehensive GTM blueprint ready for execution.



3. CAMPAIGN DEVELOPMENT AND ASSET CREATION

With the strategy in place, we create the tools to deliver your message effectively:

- Develop marketing collateral like sales decks, landing pages, and email templates.
- Craft tailored content strategies to address the customer journey (TOFU, MOFU, BOFU).
- Plan and design multi-channel campaigns (digital, social, and offline).

OUTCOME:

Ready-to-deploy assets for targeted and impactful campaigns.



4. EXECUTION AND ROLLOUT

We ensure seamless implementation of the GTM plan across all channels:

- Coordinate with sales and product teams to ensure alignment.
- Launch targeted campaigns using MarTech tools (HubSpot, Salesforce, etc.) for precision tracking.
- Run pilots to test messaging and adjust based on real-time feedback.

OUTCOME:

A synchronized go-to-market launch with optimized outreach.



5. MONITORING AND OPTIMIZATION

Post-launch, we continuously track, evaluate, and refine the GTM strategy:

- Measure KPIs like MQLs, ROI, and customer retention rates.
- Use advanced analytics to identify bottlenecks or underperforming areas.
- Optimize campaigns and messaging for sustained growth and improved outcomes.

OUTCOME:

A clear understanding of your business landscape and opportunities.





Why Vyugh Marketing?

Our expertise lies in aligning discovery with execution, ensuring your GTM strategy is not just a plan but a pathway to measurable growth. Whether you're entering new markets, launching a product, or realigning your brand, we provide the clarity, tools, and support needed to thrive. Let's build your success story together!

REACH OUT:

connect@Vyughmarketing.com for a complimentary discovery session!