

Go-to-Market Roadmap For Mission-driven Organizations



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The goal of this Roadmap is to help you determine whether you need a Go-to-Market strategy, walk you through the process, share a handful of real-world case studies, and demonstrate Noel & Co.'s expertise.

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When is it time to develop a Go-to-Market Plan?

Our clients typically reach out to us at an inflection point in their organization.

To become market leaders, our clients often need to develop a Go-to-Market (GTM) plan to:

- Develop a strategy and positioning for entry and growth in new markets
- Build a marketing process that drives market awareness and new leads
- Grow sales and market share through effective marketing communications
- Create a strategy for launching new products or services
- Seek funding

Goals of a GTM Plan

Creating a Go-to-Market plan empowers your organization to develop a clear understanding of the market you're entering, the customers you're targeting, and how to position your organization as a market leader.



Save Time

We often say, "Go slow... to go fast." Taking time up front to plan will ultimately save time in the long run.



Team Alignment

By having a strategic plan to follow & refer back to, you can ensure that your team is bought-in and in sync.



Know the Market

It's important to understand what your customers care most about to strategically position your organization.



Achieve an ROI

At the end of the day, developing a plan helps you invest your marketing dollars wisely to grow your bottom line.



Still not convinced?

Strategy is as much about what you choose NOT to do as what you ultimately decide to implement.

Developing a GTM strategy helps you:

- Confirm there is a business case for the direction you are interested in taking your organization
- Ensure you have a clearly defined goal and vision for success that will drive decision making
- Identify the priorities on where to focus your efforts (and where NOT to focus them)
- Develop a plan that's going to best serve your market and help your organization stand out
- Create a strategy that will resonate with all of the stakeholders in your organization (leadership, staff, board of directors/advisors, potential funders, and target customers)

Go-to-Market Process

In this Roadmap, we will walk you through each phase of this process



Research



Plan



Execute



Measure



Research

GTM Research Process

In order to make sure you develop a strategic approach, begin by doing your research. The insights you gain will allow you to strategically define your GTM goals.



1. Market Research

Perform market analysis on your industry to determine opportunities to drive growth.



2. Customer Research

Identify your ideal customer and work to understand them on a deeper level.



3. Goal Setting

Clarify the most important goals your company should be working towards and develop a plan tied to achieving your objectives.

1. Market Research

Before you go to market, invest time to research your customers, the market, and competitors.

You can break GTM Market research into two categories:

- **Market Analysis** - Understand the dynamics within the overall market
- **Competitor Research** - Understand the different players in your market





Market Analysis

Questions to answer to understand your market include:

- What's the size of the market you're entering?
- What percentage of the market do you think you can realistically capture?
- What are your organization's "Strengths, Weaknesses, Opportunities, and Threats" within the broader market?
- Are there potential partnerships you can leverage within the broader market?
- What are the profit margins you can expect to achieve?
- What resources will you need to be successful in this market?

Competitor Research

Questions to answer to understand your competitors include:

- Who are potential competitors in the market, both direct and indirect?
- How do they position themselves?
- What is their branding - colors, design, personality, etc.?
- What are their key features and how might you want to differentiate your product or service?
- What channels are they using to market to their customers?
- Are there any customer segments being ignored within the market?



2. Customer Research

Knowing your customer (and understanding if there IS a market) is vital to creating an effective GTM strategy.

Once you know WHO your customer is and WHAT they care about, this becomes the foundation for your marketing.

The focus of your customer research will depend on your goals:

- **Launching a new product or service?** Focus your research on confirming whether there is a customer with a pain point that they are willing to pay your organization to solve.
- **Operate in an established market with a proven demand for the types of product or service you offer?** Focus your customer research on determining who your ideal customer is within the market and how to position your company to connect with them.



Customer Research (continued)

Once you've identified the customer(s) you plan to target, use your research to determine what is your company's value proposition? i.e. why should your customers care?

Additional questions to answer during customer discovery:

- What are your customer(s)' psychographics (how they think, feel, and act) as well as their demographics (where they live, what's their age, marital status, etc.)?
- What pain point(s) are you solving for them? i.e. - why are they choosing to invest in your product or service?
- What do they find most appealing about your product & how do they talk about it? i.e. - what features do they most care about?
- How can you best reach your customer(s)? i.e. - do they read the news, listen to podcasts, scroll social media, attend events, etc

3. Goal Setting

Most of our clients begin with a big picture goal in mind. However, before developing a strategy it's important to ask yourself, based on your research, the following questions:

- **Is the goal we've set for ourselves the RIGHT goal?** i.e. does our main objective make sense or should we be focusing on a different strategic goal?
- **What are the measurable, key results we're going to focus on achieving** based on the overall objective we've landed on?

Determine your definition of “what does successfully achieving this goal look like?”

Then, as you develop your GTM strategy, focus on ensuring that the strategy that's developed is focused on delivering upon the objective and key results you've defined.



Plan Development

GTM Plan Development Process

Based on the research, develop the GTM plan that will inform your strategic implementation



1. Brand Strategy

Shape your brand in a way that will deeply resonate with your customers and cut through the clutter.

2. Marketing Strategy

Develop marketing strategy that identified the collateral and content your company needs to thrive.



3. Analytics Strategy

To strive for continuous improvement, determine the analytics you should be looking at and adjust your strategy over time.





1. Brand Strategy

Often times when organizations think about “branding” they think about their businesses’ logo, colors, and chosen fonts. While these are all important components of your brand and they should be developed in a strategic way, your business’ brand is so much more than that.

The way we think of a brand is that your brand is who your company “is.”

How does your business make people feel? What do your customers say about you? How does your business show up in the world? What is the first impression it gives off? Is it elite? Is it approachable? Is it corporate? Is it modern? Does your business make people want to talk... or does it look and feel like every other competitor in the market?

Brand Strategy (continued)

Your brand should be focused on solving a problem for your customers...

What is your company's value proposition? i.e. why should you customers care?

Additional things to consider:

- Does your company's brand identity resonate with your target customer?
- Do you speak your customer's language?
- Is your company's first impression appealing to your customer?
- What other brands does your customer like?
- Does your customer feel like you "get" them?

Make your customer the "hero" in your brand story.

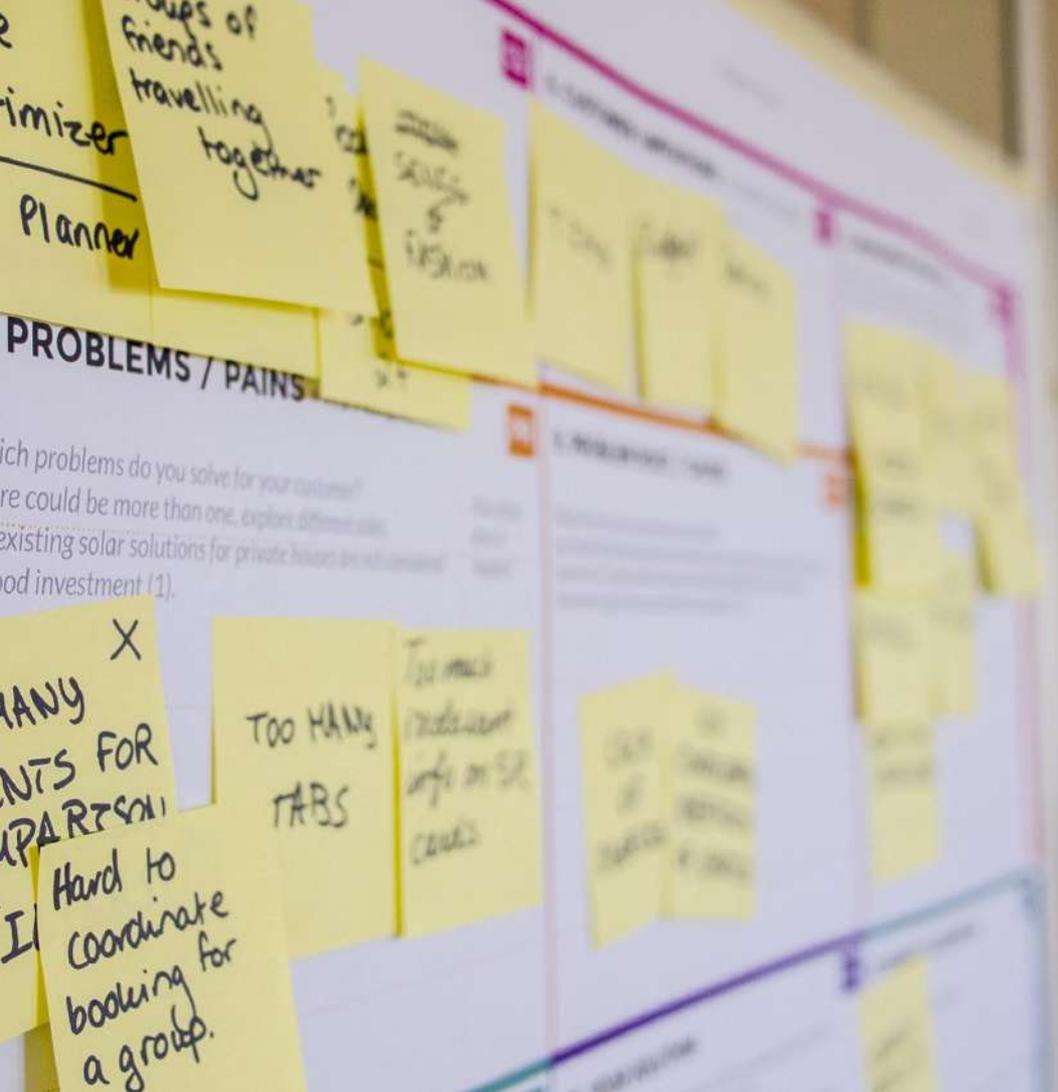


2. Marketing Strategy

In today's world, the average person sees 5,000 ads a day. Many business leaders receive multiple cold calls and emails daily. Consumers are also overwhelmed by advertisements on social media.

To develop a marketing strategy that cuts through the clutter, here few questions to get you started:

- Where are your customers at (i.e., what space(s) do they operate in? What conferences do they go to? What social media channels are they on? Are their influencers or experts they trust?)
- Are there ways you can add value (create content, host events, develop white papers or guides, etc.) to make them WANT to engage with your organization?
- What kind of advertisements do your customers pay attention to?
- Is it profitable to invest in paid search or SEO to improve the likelihood your business will be discovered when your customers do research?
- Are there ways you can drive “word of mouth” marketing or inspire customers to give you testimonials?
- What messaging and types of content will most resonate with your customers?



Marketing strategy is one part developing your secret sauce (and making sure your secret sauce is something your customer “can’t live without”) and one part creating a series of experiments that you’re going to test to try to help you spread the message.

The best strategy to effectively build awareness is really going to depend on your industry and target customer.

What works for one company might not work for another.



Marketing Strategy (continued)

We recommend that you view your marketing strategy as a series of experiments.

You first need to determine the marketing channels you can use to most effectively reach your customers:

- Social Media
- Email Marketing
- Events/Conferences
- PR
- Advertising
- Partnerships
- SEO
- FAQs

Through your series of small, defined experiments, focus on determining what medium (video, ads, content, print), messaging, and channels are most effective. Adjust your strategy accordingly.

3. Analytics Strategy

Identifying key metrics is important to determine whether your marketing strategy is effective, and yet, many organizations fail to invest the time to identify and monitor metrics.

Invest time before each campaign or each channel you target to determine:

- What data do you want to measure? (Views, followers, likes, webpage views, sales conversions, etc.)
- Are your metrics “vanity” metrics or are you tracking data directly tied to your strategic goals? For ex: “likes” or “followers” on social media can indicate audience engagement, but if your goal is to increase sales, they may not be the right metrics to track.
- What tools do you need to measure these metrics? (Google analytics, Moz, advertising tools, etc.)
- At what frequency do you want to check and analyze your data?
(Daily/weekly/monthly/quarterly)
- At what point if the data suggests lackluster results will you determine whether a strategy has been effective or you need to pivot?



GTM Execution

Go-to-Market Execution

When implementing the GTM plan, allow the your developed strategy and key research insights to guide you.

As you experiment and determine the strategies that work, develop an ongoing marketing process that (a) invests in the strategies that have proven effective in the past (b) includes regularly performing analysis on the ongoing effectiveness of your strategy (c) makes space for ongoing testing and innovation.



GTM Plan

Mission
Offering
Value Proposition
Positioning
Brand
GTM Strategy



Research

Customer Personas
Customer Voice
Competitor Profiles
Market Trend Analysis
Design Thinking
Testimonials



Branding

Website
Logo
Messaging
Case Studies
FAQs
Infographics
Presentations
Training
Video
Copywriting
Photography



Implementation

Campaigns
Social Media
Email Marketing
Content Marketing
Events
PR
Advertising
Partnerships
SEO
CRM
Lead Generation



Process

Ongoing Strategy
Targeted Campaigns
Project Management
Analytics
ROI Analysis
Copywriting
Copyediting
Team Training
Promotions



GTM Execution Process

In order to execute on your strategy, you will create marketing resources and collateral.

In this section we'll dive into each phase of the process, exploring:

- Key components of each phase
- Why this phase in the process matters
- Things to consider during each phase

GTM Execution: Plan

There are key strategic components of your GTM plan to refer back to during GTM Execution



GTM Plan: Your Guide

What

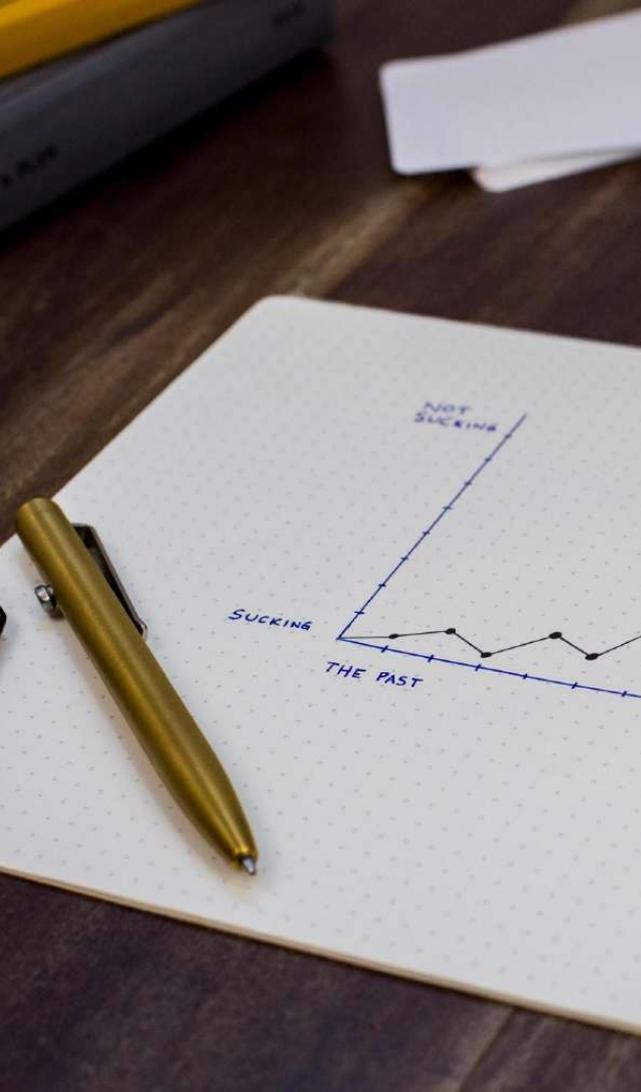
- 15-20+ page document or powerpoint deck

Why

- This document is the “true north” for your strategy based on the research & insights you’ve gained. It is something that should be frequently referenced as you execute your plans

Things to Consider

- Keep your organization’s value proposition top-of-mind when developing marketing collateral
- Stay consistent with your market positioning & branding
- Remain focused on fully executing the plan you’ve developed.



GTM Execution: Research

Use market research to guide your GTM Execution



Customer Personas

What is your ideal customers' psychographics and demographics?



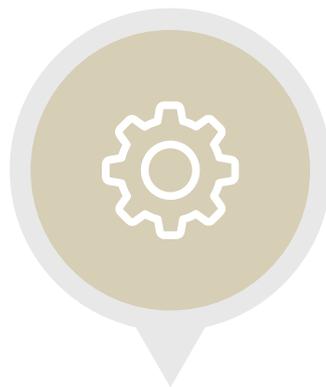
Customer Voice

What language does your customer use and what are they saying about your market?



Market Trends

What are the larger systemic changes at hand within the market you're going to enter?



Design Thinking

If you used the design thinking process in your research, were there any unexpected insights?



Testimonials

Did your customer(s) share any valuable testimonials that can be used?



Research

What

- Supporting materials & key insights within your GTM Plan. The depth of research will depend on your budget, target timeline, & goals.

Why

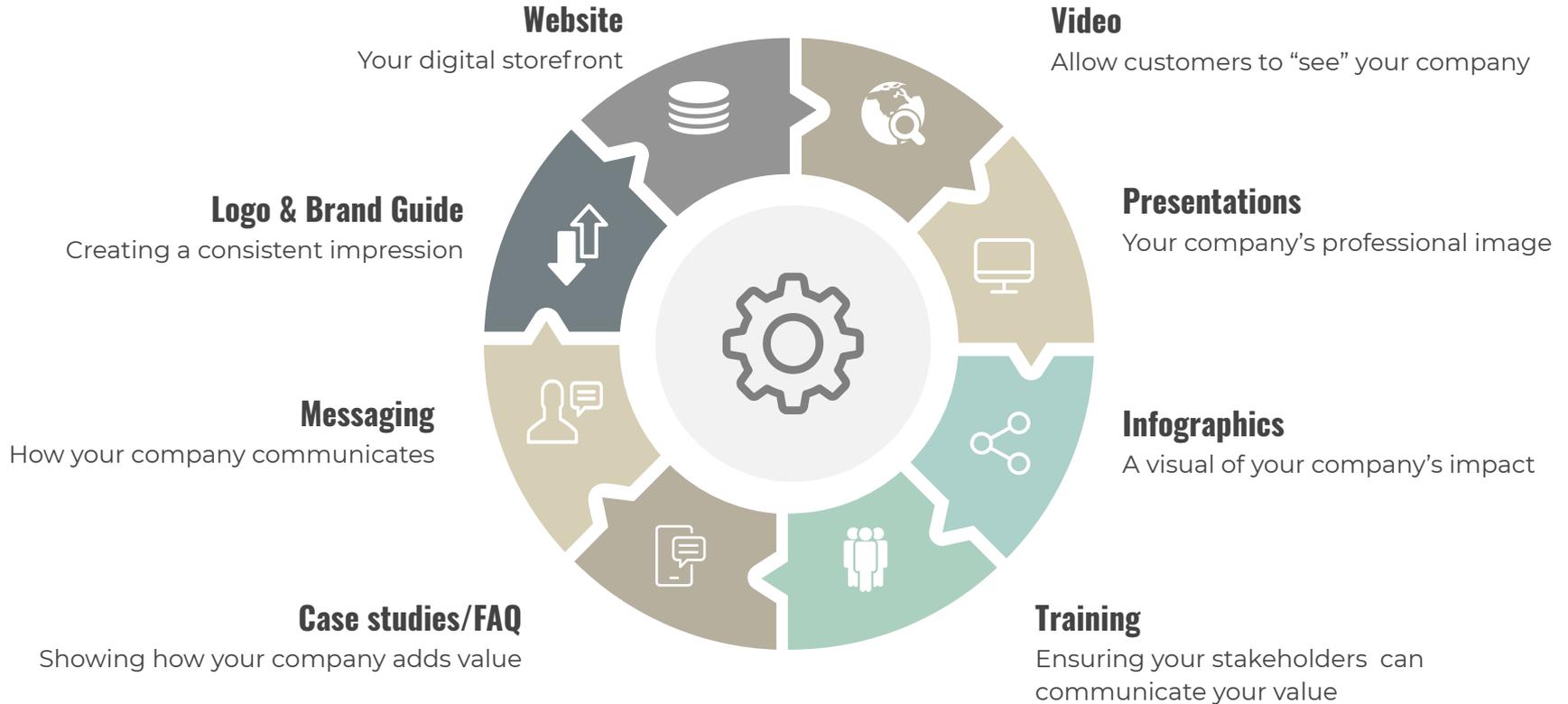
- Keep key research materials “top of mind” when creating marketing collateral. Make decisions based on data rather than assumptions.

Things to Consider

- Customer persona(s) & notes on the “voice of your customer” can help your team or contractors create collateral that will resonate
- Competitive research can be used to differentiate your organization’s marketing from the competition
- Market trends & design thinking can help your team identify unmet needs in the market
- If any types of pilot tests are run on new products/services, get customer testimonials

GTM Execution: Branding

Create a consistent brand experience for customers across each marketing channel as you GTM



A close-up photograph of a desk. In the foreground, there is a document with a bright orange square at the top and the text 'BRAND IDENTITY' in a bold, sans-serif font. Behind it, a silver laptop is partially visible, with a document resting on its keyboard area. The background is slightly blurred, showing more papers and the desk surface.

Branding

What

- Branding deliverables include both “obvious” branding materials such as your logo, website, business cards, flyers, etc. as well additional materials to consistently communicate “who” your organization is.

Why

- Once you’ve determined your branding it is important to stay *consistent* in how your organization shows up to build brand equity.

Things to Consider

- Develop a brand guide to ensure your team and contractors are consistent
- Your brand is not only the visuals of how you “look”... it’s also how your organization makes people “feel.” What’s your “voice?” How do you take care of your customers when working with them? How do you surprise & delight? 30



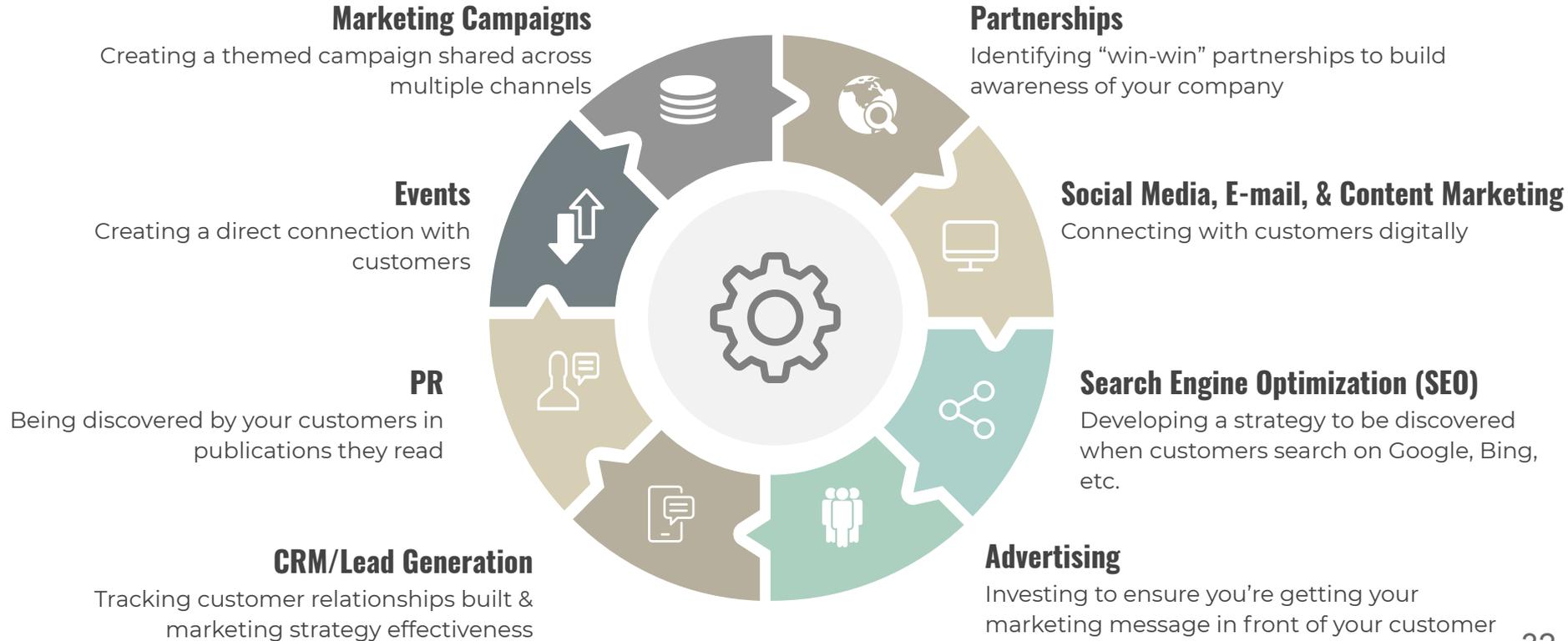
Branding (cont)

Things to Consider

- Invest in the creation of a brand style guide that gives a breakdown of your brand's mission, values, logo do's and don'ts, typography, colors, voice, and other details that will provide guidelines to create long term brand consistency. Share this guide with your team and empower them to follow these guidelines.
- While it's fun to get creative in marketing communications, prioritize being CLEAR about how your organization adds value to your customer first & foremost.
- Create video content: Marketers who use video grow revenue 49% faster than non-video users.
- It's okay to allow your brand to evolve. Every 5-10 years, take stock of your brand and determine whether it could use an update.

GTM Execution: Implementation

Determine the marketing channels to use as you GTM





Implementation

What

- Implementation is how you execute your marketing strategy across key channels.

Why

- To build brand awareness & move your customers through the “Know” > “Like” > and “Trust” marketing funnel, you have to meet your customers where they are at.

Things to Consider

- Conduct small, low-stakes marketing experiments before making larger investments in any one channel
- Conduct A/B testing to determine which marketing messaging, format, designs, etc. most resonate with customers
- Identify opportunities to add value to your customers before making the sale (create free valuable content, give samples, host an event, etc.)

Implementation (cont)

Things to Consider

- Focus on the channels that are most effective rather than trying to be great at ALL channels.
- Be strategic in how you allocate your investments. For ex: Is your website how you do business/find customers or is it simply your digital business card? Invest most in channels that directly impact your strategic goals.
- If a campaign or strategy is working, stick with it until the data suggests it isn't effective.
- Identify partnerships with experts or organizations your customer trusts.
- When running a campaign targeting new customers, don't expect immediate conversion - it's estimated that it takes 7 impressions before a customer will take action.
- At the end of the day "word-of-mouth" marketing is the most powerful - focus on creating a stellar customer experience



GTM Execution: Process

Once you have executed the GTM plan, develop processes for ongoing success



Ongoing Strategy

Once you GTM, create a process for ongoing strategy assessment & analysis

Consistency

Determine what types of content are effective and develop a process for efficiency

Team

Determine what external support you need vs. what you want to do in-house

Analytics

Create a process for consistently checking analytics, measuring ROI, and making adjustments

Collaboration

Create a process for the marketing team to share data and insights with sales & vice versa



Process

What

- Identify the channels you plan to focus on consistently & develop an ongoing process for implementation

Why

- To continually improve the effectiveness of your marketing, stay “top-of-mind” with your customers, and become more efficient.

Things to Consider

- Ask yourself:
 - How often are you going to show up on different marketing channels (daily/weekly/monthly)?
 - How often are you going to test new marketing strategies?
 - Who is going to be responsible for marketing project management?



Process (cont)

Things to Consider

- What marketing tools are the most effective for your organization to use?
- How will you track leads that are generated through your marketing efforts to have better data on marketing effectiveness?
- What external marketing professionals should you invest in to ensure you're creating quality campaigns & content vs. what you may want manage in house with a full-time hire?
- How can sales and marketing collaborate?
 - For better ROI on marketing investments, share data on potential leads, i.e. customers engaging with marketing campaigns & content
 - Messaging across sales and marketing should be consistent and the two should go hand-in-hand



Measurement



Measurement Process

Adjust your marketing strategy based on data. Be sure that your organization tracks how leads are generated to determine how to best cultivate customer relationships.

If one strategy is working... great! Budget permitted, invest further in that strategy.

When you test a strategy and it proves unsuccessful, make notes of the lessons learned through the process.

As you test different marketing campaigns, over time you'll learn more about what messaging, channels, and strategies do and do not work for your organization.

Measurement Process (cont)

Take an assessment of the digital marketing tools you use and whether there is additional data you should be analyzing:

- **Customer Relationship Management (CRM) lead tracking:** To effectively track your customer relationship cultivation, it's important to set up a CRM system. When you run campaigns & make contact with customers, track campaign effectiveness in your CRM.
- **Google Analytics:** This free tool helps you track website & landing page effectiveness while gaining customer insights.
- **Ahrefs, Moz, etc.:** If Search Engine Optimization (SEO) is important to your organization, these tools can help you identify keywords to prioritize.
- **In-app analytics:** Email platforms and social media platforms have their own analytics available in-app.





Case Studies



Unity Web Agency

Opportunity:

Unity Web Agency had been growing steadily based on word-of-mouth referrals and was starting to get approached by larger, mission-driven organizations that were interested in investing in higher stakes website redesign projects. Unity Web needed to develop a more sophisticated business development process & marketing strategy to demonstrate their expertise in providing high quality, accessible website designs. [Here is the full case study.](#)

Solution:

- Developed biz development process & presentation template to land new deals
- Provided email marketing, copywriting, blog writing, and copyediting support
- Served as an executive & business coach for CEO on client relationships, strategy, & improving operations
- Helped land more qualified leads, grow their team and cut their expenses so much so that their net profit increased by 400% in one year
- Created Go-to-Market plan for their new Simple website product for mission-driven organizations & a promotional plan for an accessibility guide marketing campaign
- Serving in a Fractional Marketing Leadership role since Fall 2018

Vista Caballo

Opportunity:

After nearly 15 years in business, Vista Caballo had 5 different product offerings & an unclear value proposition. They wanted to shift their marketing to focus on connecting with executives at mission-driven organizations and promote their 2 primary products: an experiential & digital leadership development program. To start, they wanted copywriting and strategic support during a website redesign. They also needed help updating their marketing materials, deciding what channels to use, and help crafting a clear message that would resonate with executives.

Solution:

- Performed in-depth customer discovery & market research
- Developed 20-page strategic marketing plan
- Website redesign support - helped inform the layout, copy, and information architecture. Here is the [before](#) & [after](#).
- Created custom graphics for social media strategy
- Copywriting for Executive coaching program marketing materials
- [Copyediting for case study published in mission-driven publication.](#)
- Serving in a Fractional Marketing Leadership role since Summer 2019





Zampieri Group

Opportunity:

Tonia Zampieri was working to finalize the branding of her real estate firm & wanted marketing strategy support. Tonia's #1 goal was to clarify her messaging. She also wanted to create a brand that embodied the high-end real estate services she offers. Lastly, she wanted strategic advice on where to invest her time and energy as she worked to build new relationships and grow her business.

Solution:

- Hosted 1-day strategy workshop to develop strategic plan & identify priorities
- Developed strategic marketing plan
- Consulted on rebrand from Vatu Realty to Zampieri Group
- Provided Executive Coaching to CEO to hold them accountable to executing the plan
- Developed a strategy for pivoting in-person event to a virtual event in light of COVID-19

Lo & Behold

Opportunity:

Lo & Behold is a handcrafted natural skincare brand created by Lizzie Chadbourne that creates 100% natural, non-toxic, and responsibly sourced products. The company had achieved consistent, organic growth over the last 6 years through purchases at markets and through retail as customers were in love with the beautifully scented products made from ingredients sourced from local women-owned farms. However, Lo & Behold needed a digital strategy to begin building relationships with new customers that would order directly from their online store. [Here is the full case study.](#)

Solution:

- Conducted customer research & created an ideal customer persona
- Developed a strategic marketing plan that will empower them to leverage their digital presence to build their brand, develop meaningful customer relationships, and increase direct-to-consumer sales through their online store.
- Developed concepts for future marketing campaign and product strategy to capture long term loyal skincare customers and compete with industry leaders
- Identified opportunities along the entire marketing funnel to build stronger digital customer relationships





The Redwoods Group

Opportunity:

The Redwoods Group is an insurance agency on a mission to keep kids safe. They achieve this mission by providing general liability, property, and casualty insurance to youth-serving organizations including YMCAs, Boys & Girls Clubs, Jewish Community Centers, & Non-profit summer camps. Redwoods had achieved organic growth as an insurance intermediary during its first 20+ years of operations, during which competition increased. To shift their strategy, the company was acquired by Crum & Forster Insurance. With new infrastructure and the ability to operate as an insurance carrier, Redwoods was ready to develop new products and enter into new markets.

Solution:

- Managed the development and successful launch of a new Directors & Officers insurance product.
- Improved organization's trade show strategy, lead capture, and business development process.
- Consulted on marketing & business development strategies for entry into the Boys & Girls Club market and managed year-long strategic engagement with the JCC Association to build key relationships in the JCC market.



Credentials

12+ years consulting experience during which advised over 50 mission-driven organizations on marketing & strategy, including the following:



Services

We have worked with organizations through each phase of the Go-to-Market process and we're able to customize the process and deliverables to work with our client's timeline, budget, and needs.

We're able to provide both project-based services as well as ongoing fractional leadership.



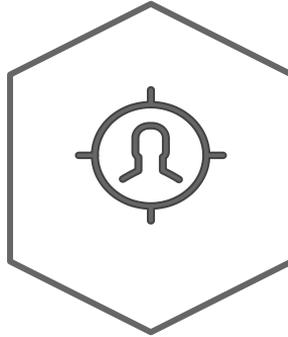
GTM Plan

We typically start by hosting a workshop with new clients to develop a strategic plan.



Market Research

We're experienced at performing both qualitative and quantitative research.



Branding

We can develop a brand strategy that will resonate with target customers.



Implementation

We'll execute on the plan created to bring your product or service to market.



Fractional Leadership

Christina is available to provide ongoing marketing & strategy support.

Ecosystem Partners

We have strategic relationships with third-party providers that bring to the table specialized expertise and assets based on our client's needs and budget, including:



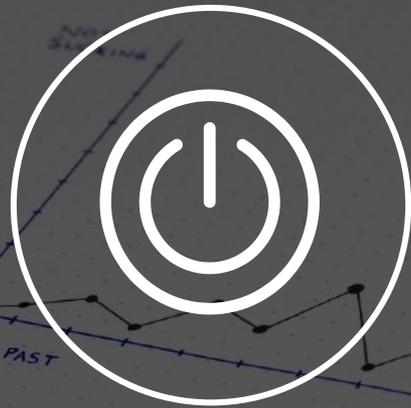
- Ecosystem of freelance marketing leaders across disciplines that have worked with clients ranging from start up's to the F500
- Together, have helped raise more than \$50 M for start-ups
- Supported 10+ successful exits on 2 continents
- Produced award-winning content for award-winning marketers



- Woman-owned, Certified B Corp web agency specializing in creating inclusive, easy-to-edit custom Wordpress websites
- Experts in creating accessible-first websites that are beautifully designed
- Founder was previously the founding Chief Technology Officer of a media nonprofit and an award-winning web developer at a design agency



- For Videography, Audio, or Photography needs, A full-service multi-media and marketing content company specializing in video and content marketing.
- Co-founded by serial entrepreneurs that are experienced at marketing and videography.
- Fair market price for high quality video content. Willing to travel at cost.



Next Steps

Contact Us

Christina Marie Noel, MBA
Founder & Principal, Noel & Co.

The Noel & Co. team and ecosystem are here to help you successfully navigate the go-to-market process. If you're interested in seeking support, we would love to find time for us to hop on a short discovery call to learn more about your goals and explore how we may be able to help. Whether you choose to work with us or not, we're happy to make references to get you the support that will work for your timeline, budget, and needs.



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