

GO-TO-MARKET MARKETING STRATEGY TEMPLATE

Try Smartsheet for FREE

CATEGORY	DESCRIPTION
BUSINESS SUMMARY	
BUSINESS OBJECTIVES	
THE PROBLEM	
OUR SOLUTION	
COMPETITIVE ADVANTAGE	
TARGET MARKET	
MARKETING STRATEGY & OBJECTIVES	
FINANCIAL REQUIREMENTS	

ACTION PLAN

CATEGORY	ACTION	OWNER	DATE	COST
PRODUCT				
PRICE				
PLACE				
PROMOTION				
MARKETING CHANNELS				
PERFORMANCE STANDARDS				
RESULTS MEASUREMENT METHODS				
REVIEW				

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.