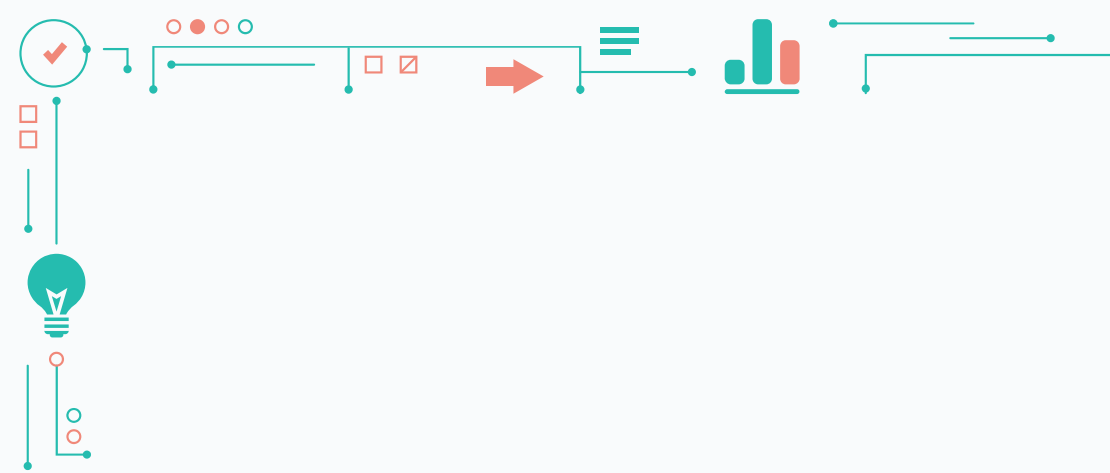
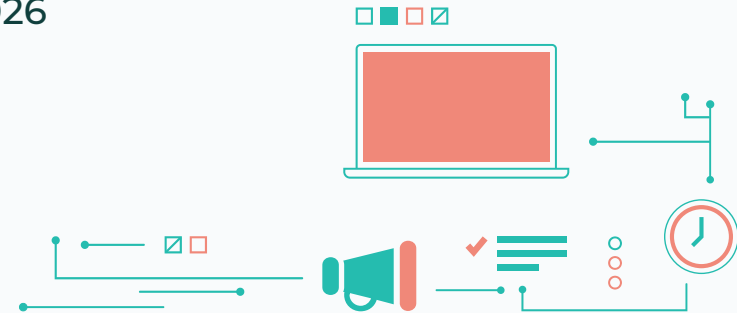




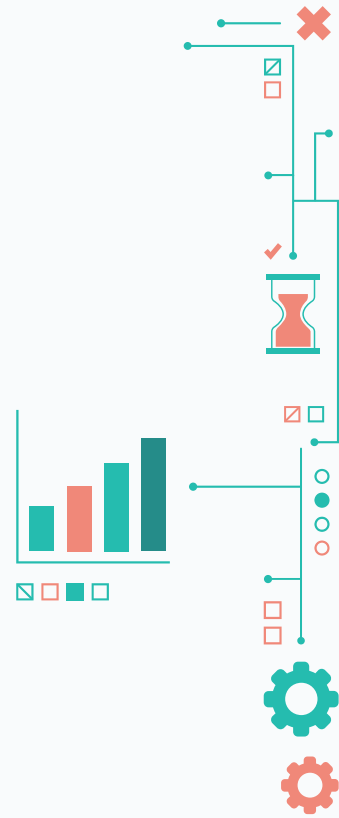
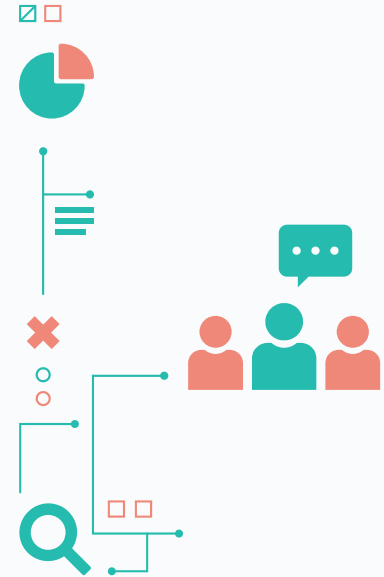
GTM Strategy

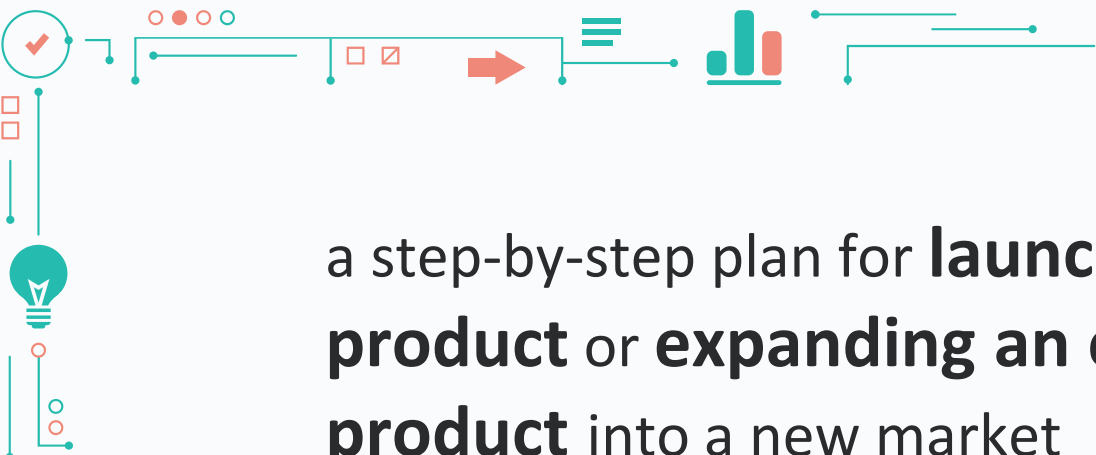
E-Business Lecturers 2026



01

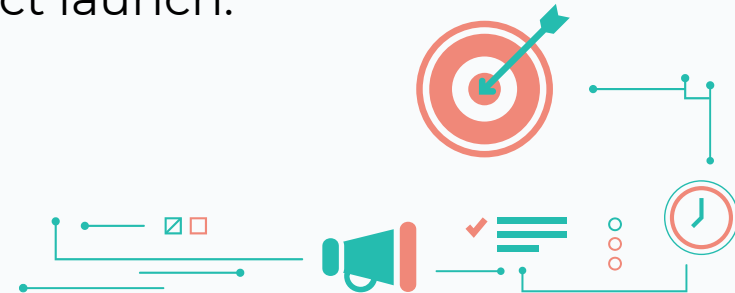
WHAT

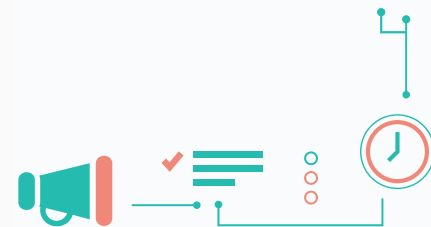
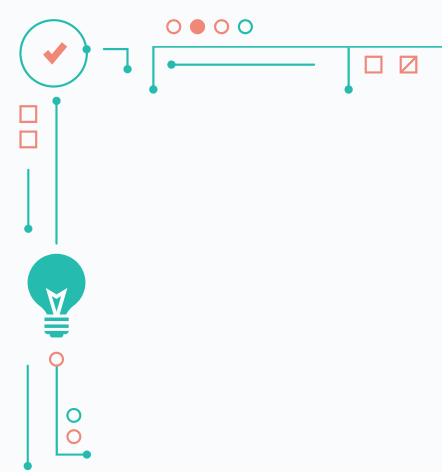




a step-by-step plan for **launching a new product** or **expanding an existing product** into a new market

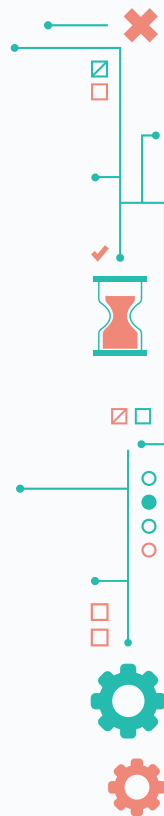
Action plan untuk menjelaskan **kontribusi**
yang dapat diberikan
dari setiap tim dalam product launch.



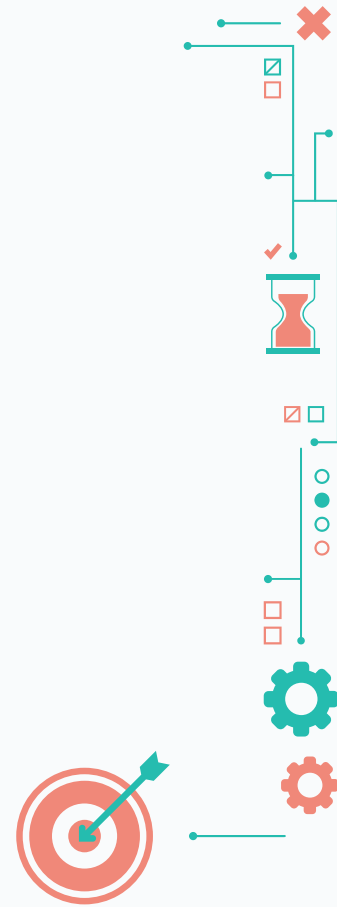
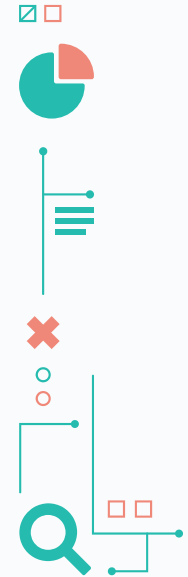


02

WHY



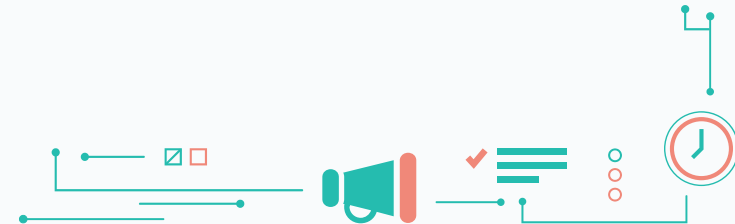
It helps you launch your product to
the **right audience**, with the
right messaging, at the
right time





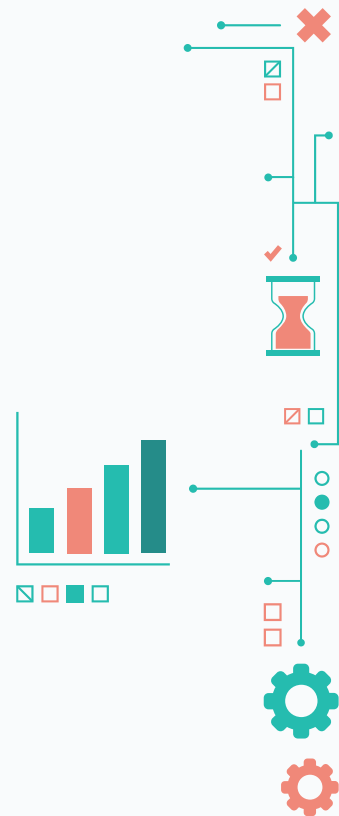
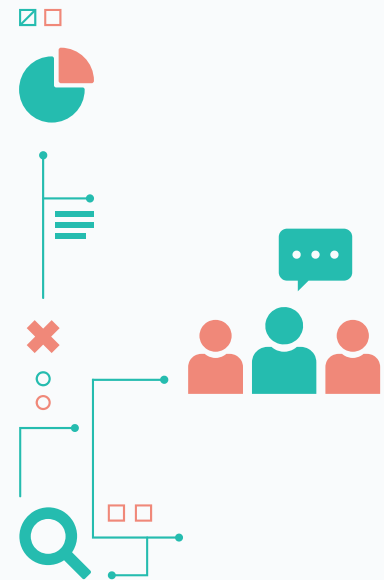
Advantages

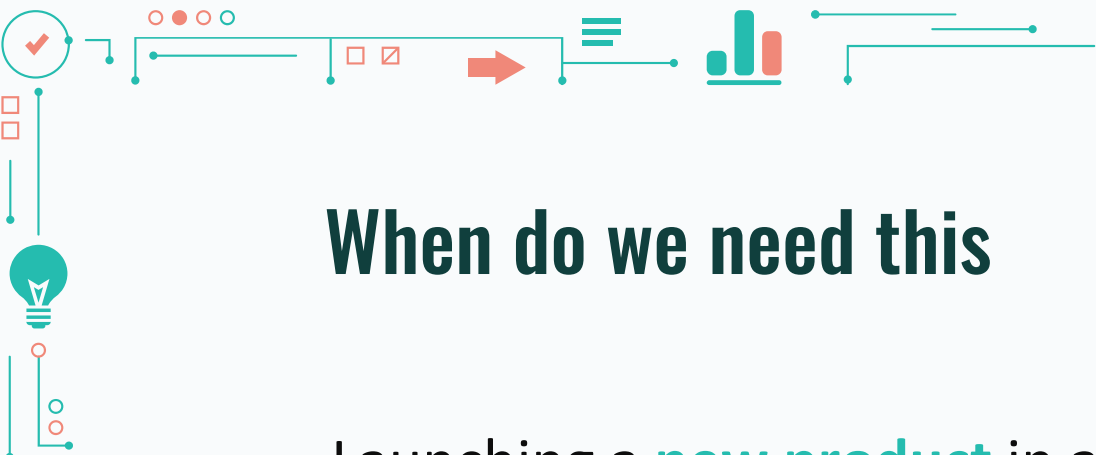
- Cuts down time to market
- Budget control
- Ensure the success of product
- Increase the ability to adapt
- Tackles challenges
- Ensure positive experience
- Lays down the path for growth
- Clarifies the mission and vision



03

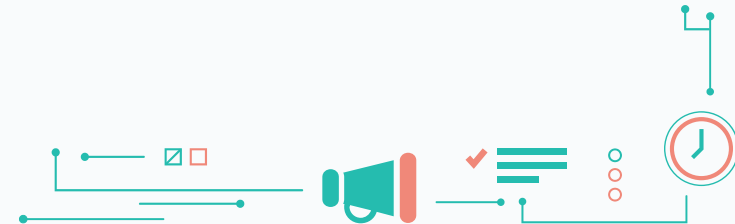
WHEN

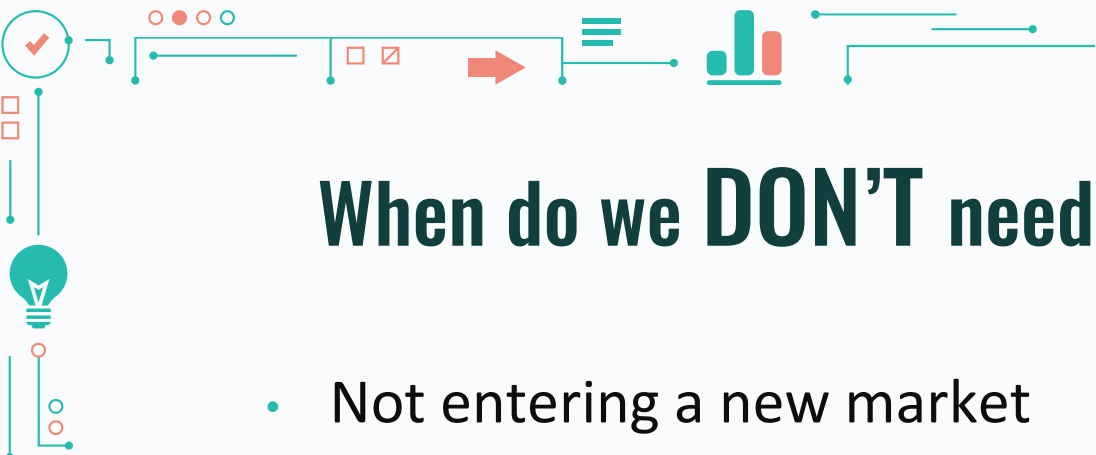




When do we need this

- Launching a **new product** in an existing market, OR
- Bringing an **existing product** to a new market, OR
- **Testing** a new product in a new market

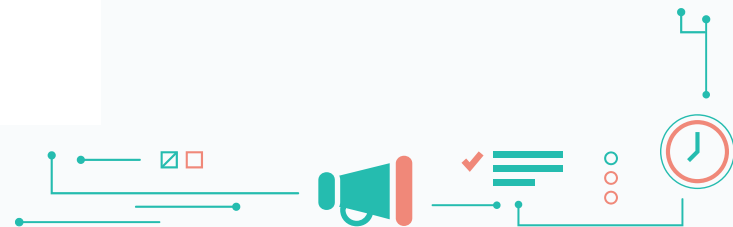
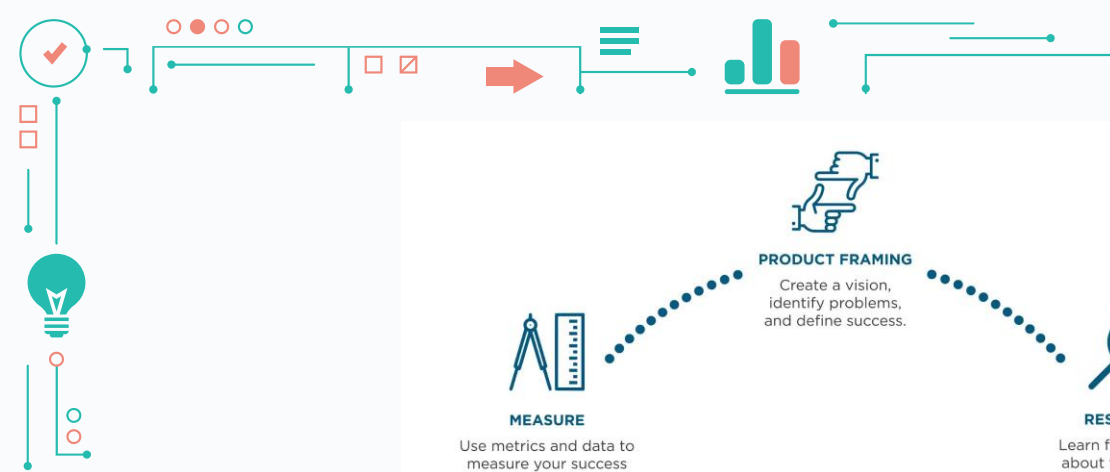




When do we **DON'T** need this

- Not entering a new market
- No significant difference to the user
- Many already know
- Not rebranding
- Not the latest innovation of a new product







Tahapan Produk

Product Framing

Research

Design

Pilot

Launch

Measure

Peran GTM Strategy

Belum aktif; arah GTM mulai dipertimbangkan secara konseptual

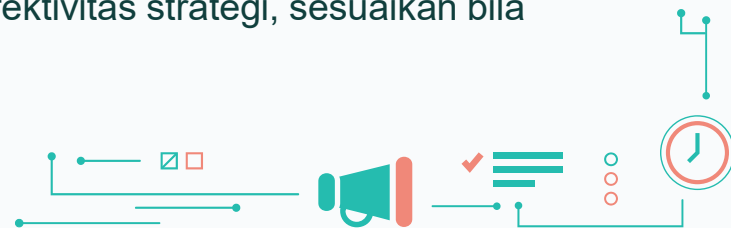
Input awal untuk GTM: memahami audiens, kebutuhan, dan preferensi channel

 **Mulai perencanaan GTM:** tentukan target pasar, pesan utama, channel, dan pricing

 **Uji coba GTM:** validasi pesan, channel, dan konversi secara terbatas

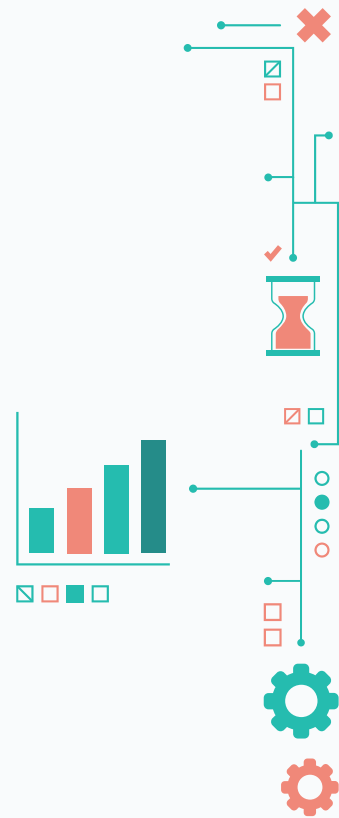
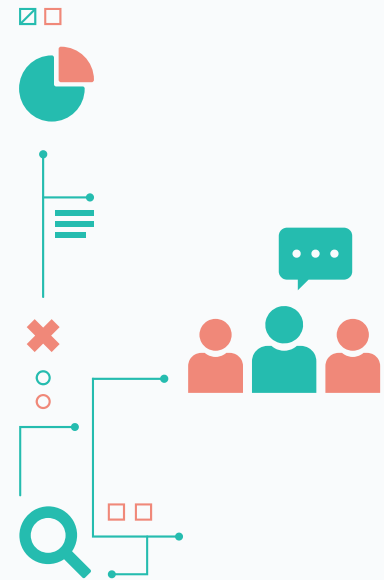
 **Eksekusi penuh GTM:** marketing, penjualan, distribusi, dukungan pelanggan

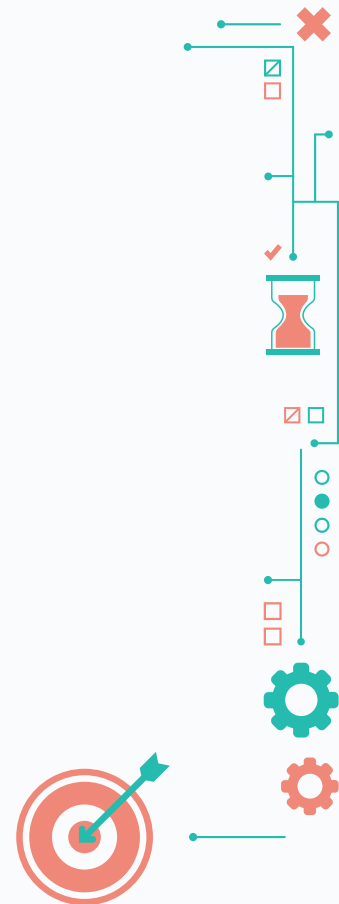
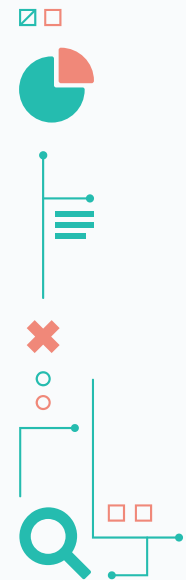
 **Evaluasi GTM:** ukur efektivitas strategi, sesuaikan bila perlu



04

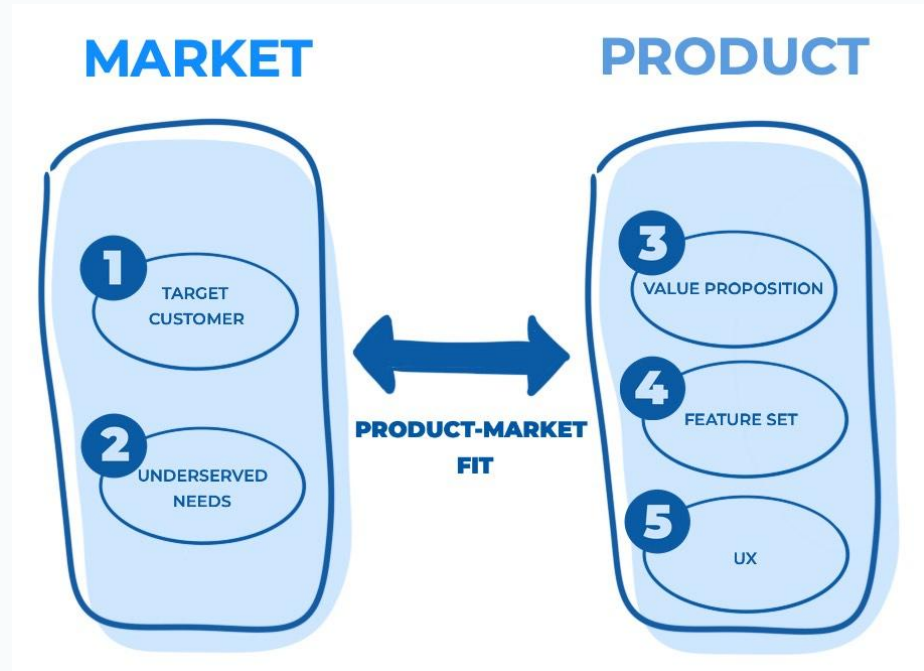
HOW





Step 1: Identify the problem

Understanding
product-market fit

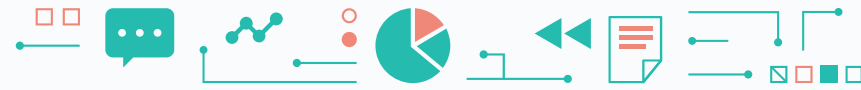


Step 2: Define the target audience

- **Who** is experiencing the problem that your product solves?
- **What** are the specific frustrations your product can alleviate?
- **How much** is your audience willing to pay for a solution?

Define ideal customer profile (ICP) and buyer personas

Jenis	Siapa	Apa	Tarif
Bluebird	Middle	Mobilitas dari mana saja	Argo
Goldenbird	Middle Upper	Mobilitas dari bandara	Flat
Silverbird	Upper	Mobilitas darimana saja, kenyamanan (service)	Argo & Flat

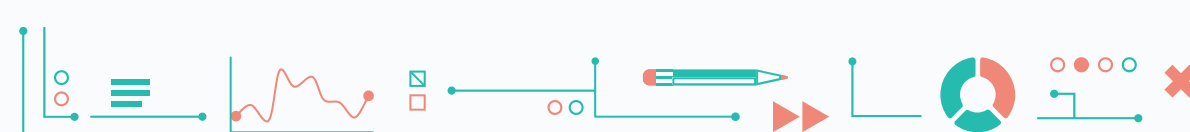


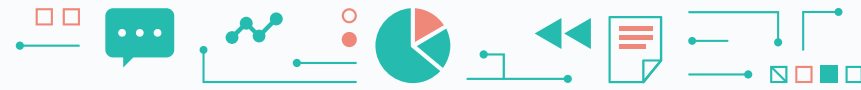
Step 3: Research competition and demand

to make sure that there's **enough demand and not too much competition**

Questions need to answer :

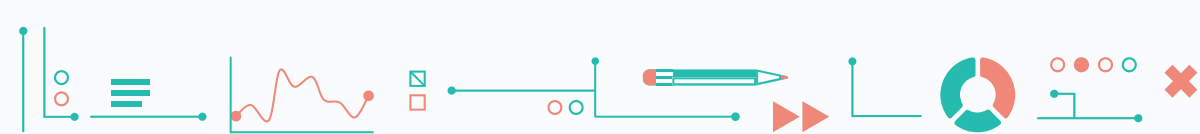
- Who already offers a similar version of your product?
- What audiences and geographic regions do your competitors target?
- How does your product differ from the competition? What do you offer that others don't?
- Is there demand for the product, or is the market oversaturated?





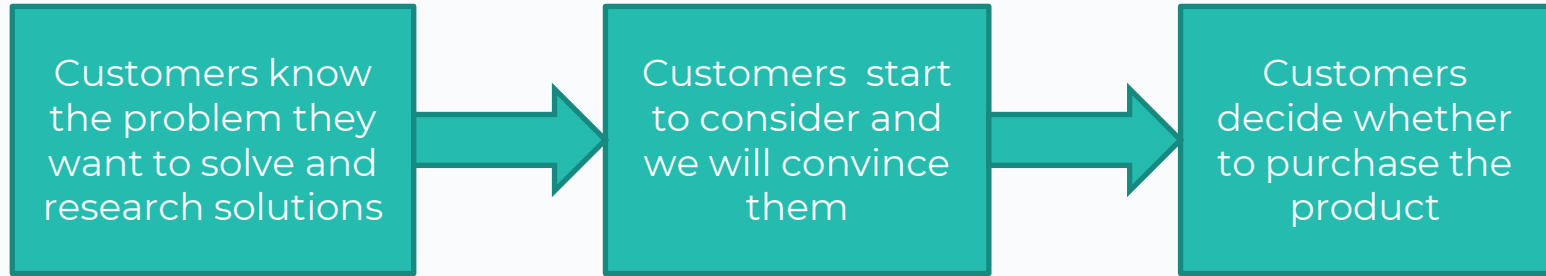
Step 4: Decide key messaging

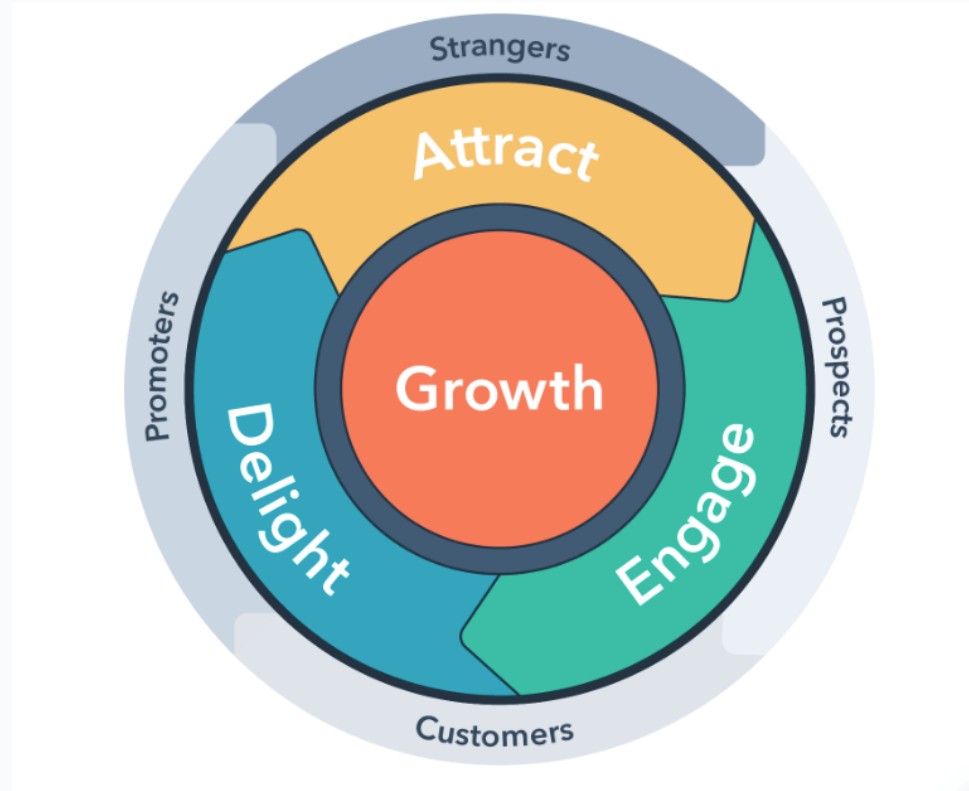
- tailor individual messaging for each of your buyer personas
- create a value matrix for each persona
 - Pain points
 - Product value
 - Key message

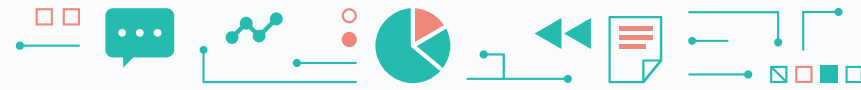




Step 5: Map the buyer's journey



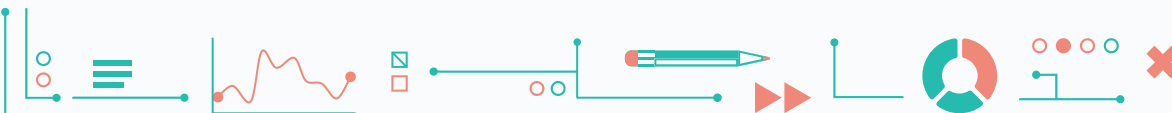
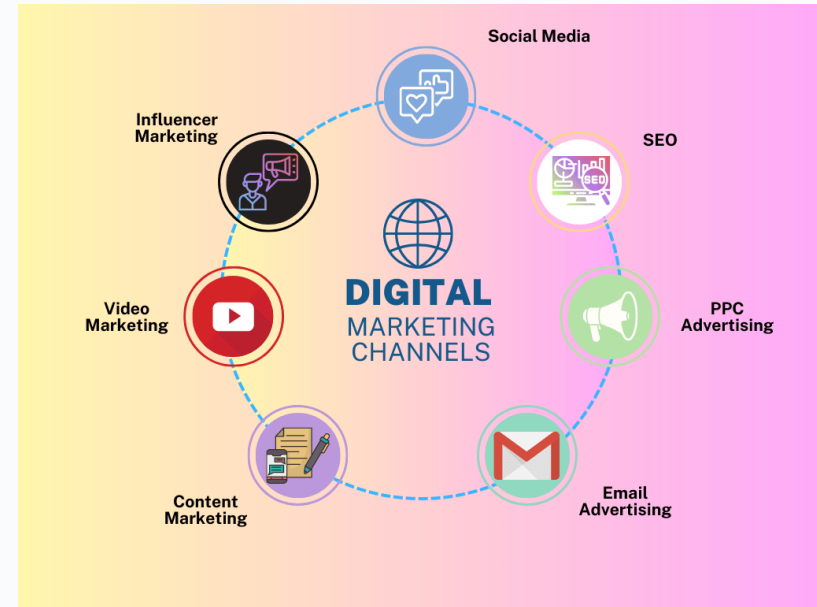


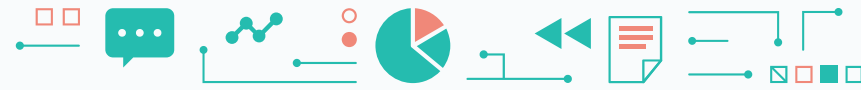


Step 6: Pick marketing channels

Choosing marketing channels will be depend on:

- The target audience
- Location where the potential user are along

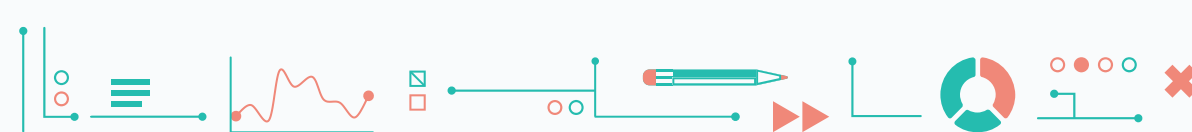




Step 7: Create a sales plan

Example of Sales Strategy:

1. Self-service – Customers purchase your product on their own, ex: e-commerce
2. Inside sales model – sales team nurtures prospective customers to convince them to purchase your product
3. Field sales model – Salespeople focus on closing big enterprise deals
4. Channel model – An external partner sells your product for you



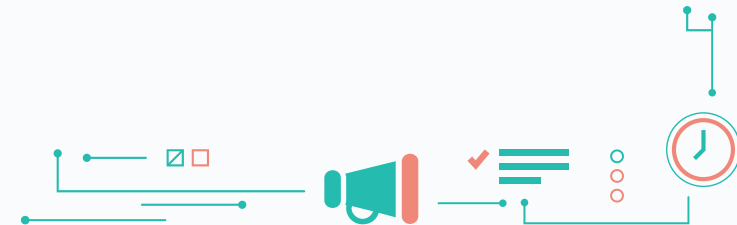


Step 8: Set concrete goals



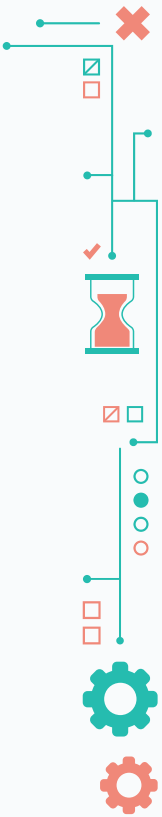
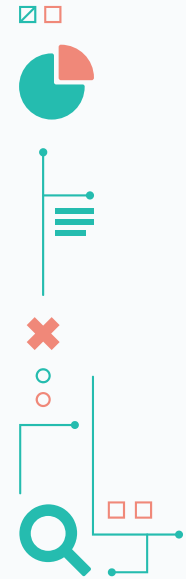
Create the Goals

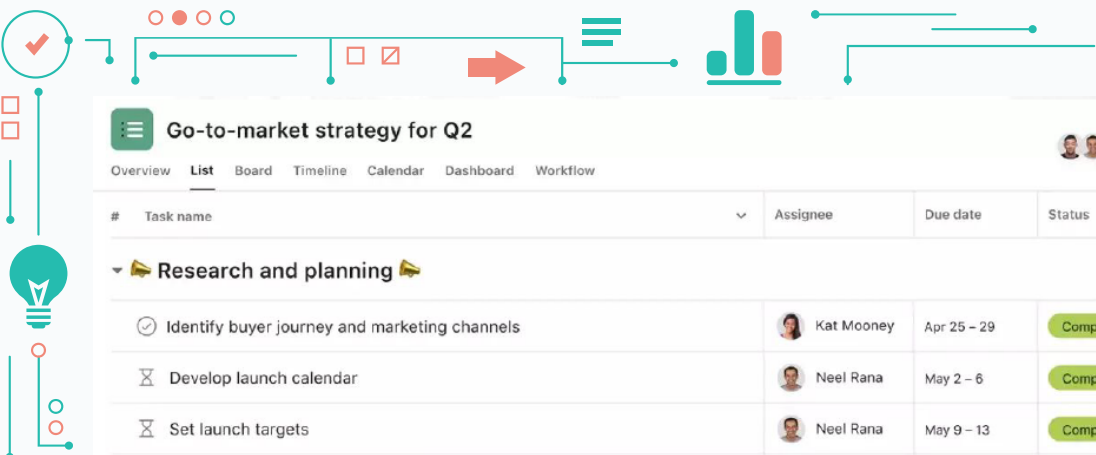
Quantifiable Dapat diukur dengan angka	Motivational Memiliki target yang jelas
Meaningful Memiliki matriks yang telah ditentukan	Operational Dapat diukur efek perubahannya



Step 9: Create clear processes

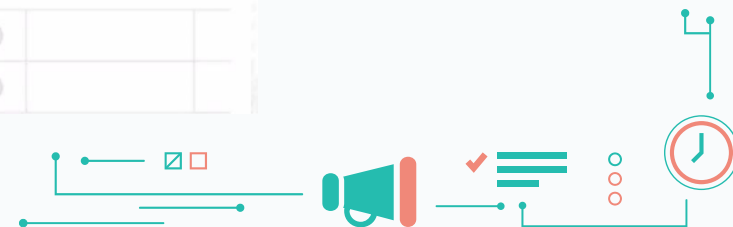
Creating a great go-to-market strategy is one thing, and **executing it** is another (MacNeil, 2023)





Go-to-market strategy for Q2						
Overview List Board Timeline Calendar Dashboard Workflow						
#	Task name	Assignee	Due date	Status	Team	+
Research and planning						
✓	Identify buyer journey and marketing channels	Kat Mooney	Apr 25 – 29	Completed	Product marketing	
⌘	Develop launch calendar	Neel Rana	May 2 – 6	Completed	Brand marketing	
⌘	Set launch targets	Neel Rana	May 9 – 13	Completed	Product marketing	
◇	GTM Kickoff	Kat Mooney	May 16	Completed		
Creative development						
✓	Develop product messaging plan	Dave Jung	May 16 – 20	Completed	Brand marketing	
⌘	Create social media assets	Neel Rana	May 23 – 27	In Progress	Social media	
⌘	Build new landing page	Neel Rana	May 23 – Jun 3	In Progress	Web	
⌘	Finalize press release	Dave Jung	Jun 3	In Progress	PR	
Launch						
◇	Launch day	Kat Mooney	Jun 13	Not started		
⌘	Post launch analysis	Kat Mooney	Jun 20 – 24	Not started		

- Process Should Contains:
- Task Status
 - Task Owner
 - Duedate
 - Dependencies



Thanks!

Do you have any questions?

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