



wilklu.me

Exceptional GTM Strategy

no matter where you are today



Typical Scope of GTM Strategy Elements

- Steering Committee, workstream leads
- Client journey, ICP, personas, decision criteria
- Timeline / road map, MVP to launch, ROI timing
- Solution & opportunity, business outcomes, features & benefits
- Competitive analysis, differentiators, gaps, positioning
- Sales channels
- Brand alignment, message,
- Launch plan / tiers, demand & lead gen strategy
- Pricing models, budget, costs,
- Sales enablement, training,
- Customer support, comms (PR,+), analyst relations
- Resource plan
- Content & collateral: plan &/or execution

Grow your brand with a security professional, not a marketing team.

The Process

01

Scoping call,
introduction to your
business and my
process

02

Gather materials for
review, initial advisory
sessions

03

Develop GTM
strategy, review and
refine

04

Deliver GTM strategy
for execution,
options for content
& other services