

Go-to-market cheat sheet

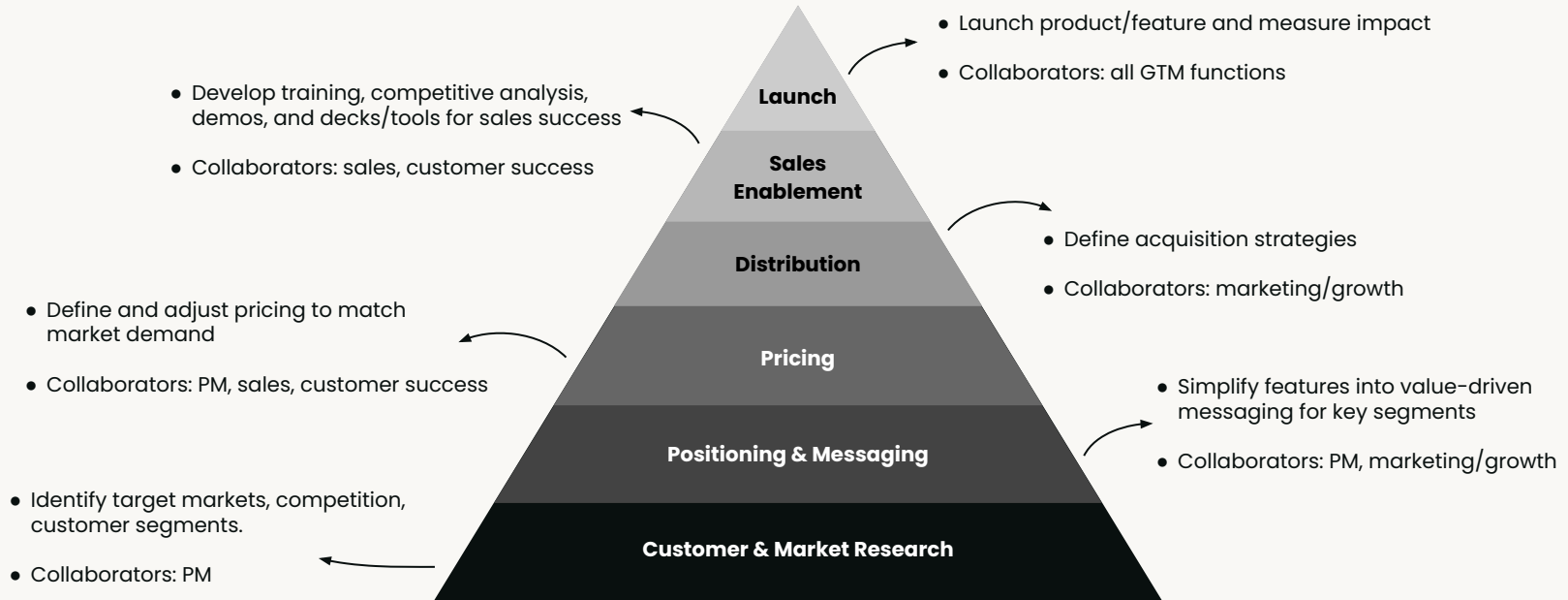
From launch to post-launch growth

Powered by:



The Alliance

The role of product marketing in GTM



Measuring product-market fit for your GTM strategy

Customer journey stage	<u>Poor</u> PMF	<u>Good</u> PMF
Acquisition	<ul style="list-style-type: none">• Slow, costly, difficult to spark interest.	<ul style="list-style-type: none">• Cost-efficient with organic growth and strong WOM
Activation	<ul style="list-style-type: none">• Users don't understand value, unmotivated to move forward.	<ul style="list-style-type: none">• Users eager to join, willing to prepay, intuitive product
Retention	<ul style="list-style-type: none">• High churn rate, losing most returning users	<ul style="list-style-type: none">• Net positive user growth, stable retention curves
Monetization	<ul style="list-style-type: none">• Burning money, prospects resist converting despite incentives	<ul style="list-style-type: none">• Profitable business model ($CAC < LTV$)
Referral	<ul style="list-style-type: none">• No word of mouth, low NPS, negative feedback	<ul style="list-style-type: none">• Users actively bringing in new customers, high satisfaction scores

Product marketing touch points: Post-launch

