

ZERO TO FIVE ROADMAP™

025

GETTING TO A GO-TO-MARKET PLAN

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Zero to Five*

What Should Your Go-to-Market Plan Do?

Validate Market Need

- Is the market in pain?
- Why does the market need you?
- How quickly does this market adopt new ideas / technologies?

Confirm Market Size and Opportunity

- What is the total available market?
- What slice do you plan to target?

Identify Buyers and Influencers

- Who are your buyers?
- How do they buy?

Define Product and Pricing

- What are you selling?
- How much will you charge?
- What is your projected revenue?

Detail Marketing Strategy

- How are you going to engage prospects and convert them to customers?

THE
ZERO TO 5IVE
ROADMAP™

The Zer0 to 5ive Roadmap



STEP 0 Set Objectives

- Define goals for next **6 months, 12 months**
- Make them **measurable**
- Make them **realistic**
- Identify **key milestones**



STEP 1 Conduct Research



- Conduct **Competitive Research**
 - Identify top competitors
 - Review competitor websites and any other marketing materials, webinars, etc.
 - Analyze competitor messaging, positioning and go-to-market strategy
- Conduct **Industry / Market Research**
 - Evaluate market size – short term and long term
 - Understand trends and how you fit in
 - Find or buy industry reports for additional insight
 - Conduct media audit
- Conduct **Target Market Research**
 - Develop buyer profile
 - Understand influencers

STEP 1 Conduct Research



- Conduct **Product and Pricing Research**
 - Review competitor offerings
 - Review competitor pricing
 - Conduct primary research to obtain feedback on service packaging and value

STEP 1 Conduct Research



- Primary Research Can Provide Insight On:
 - Market pain points
 - Satisfaction with current solution
 - How your customers/prospects could use your product; how it fits into their organization
 - Pricing
 - How prospects buy
 - Where prospects go to learn about new services / offerings
 - Buyer persona

Primary Research

- Interviews
- Focus groups
- Surveys
- Intercepts
- Observation

STEP 1 Conduct Research



- Secondary Research Can Provide Insight On:

- Market size
- Competitor offerings and pricing
- Competitor messaging
- Competitor marketing strategies
- Industry context
- Buyer personas
- Media and SM engagement and tone
- Potential partners

Secondary Research

- Website
- Webinars
- Press releases
- Articles
- Ads
- Analyst reports
- Trade show literature
- White papers/marketing materials
- Social media
- SEO terms

STEP 1 Conduct Research



Research Brief

A research brief outlines your research objectives and details the approach you will use

PhotoSonix
Research Brief
October 20, 2016

Research Project Overview

PhotoSonix has engaged Zer0 to 5ive to develop a go-to-market plan and strategy framework for its CLENS product. The project includes research that aims to gain a clear understanding of the acne market, including the key players, opportunities and challenges. In addition, the research includes primary surveys of parents, young acne sufferers, older patients and dermatologists. The results of this research will help inform a brand strategy and go-to-market plan for the Company that will effectively support initial market launch for the CLENS product.

Research Objectives

During the market research and brand analysis phase, the following key research objectives are addressed:

- Gain a clear understanding of target market structure, trends and metrics
- Provide insight on the key market players, their products, solutions, services and marketing strategies
- Determine the market perception of competitive brands
- Identify target market profiles and key audience needs

Specifically, Zer0 to 5ive will conduct the following research:

- Industry and competitive research
 - Industry metrics
 - Market size
 - Dermatologist statistics
 - Target geographies
 - Competitors

STEP 2 Positioning and Messaging



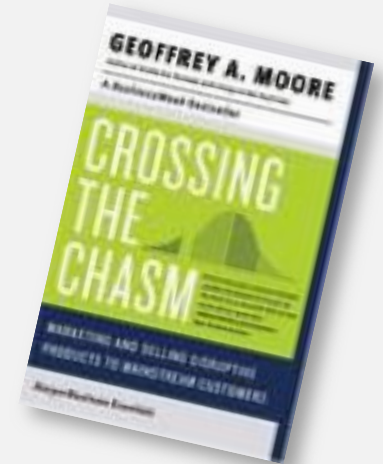
For **<buyers>**

Who are dissatisfied with **<key pain points/current market alternative>**

Product/service is a **<category>** that provides **<key benefit>**

Unlike **<primary competitive alternative>**

Product/service provides **<statement of primary differentiation>**



Zer0 to 5ive uses the positioning model from G. Moore's Crossing the Chasm

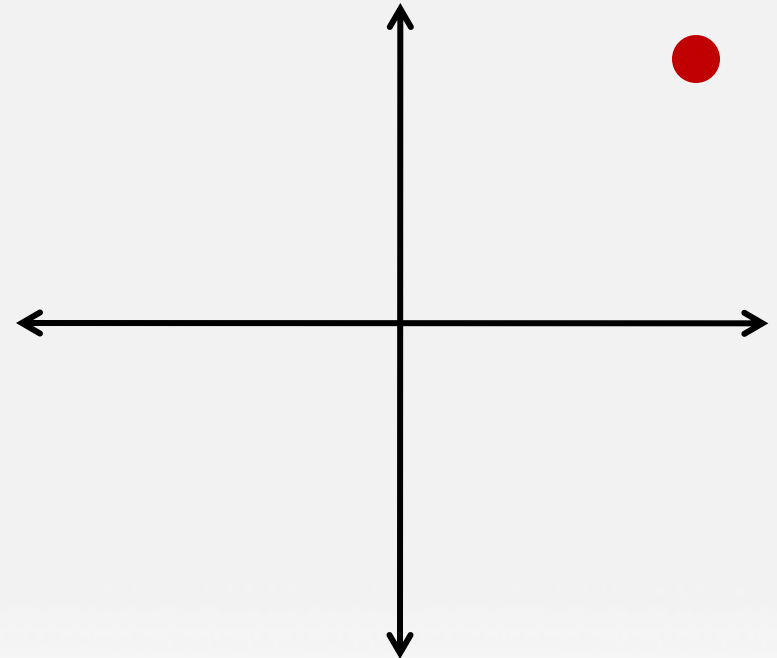
STEP 2 Messaging



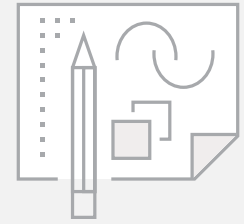
STEP 3 Brand Strategy



- What is the **strategy** for your brand?
- What are your brand **attributes**?
- How does your **brand fit into the competitive landscape**?
- What are the **right “crosshairs”**?



STEP 4 Brand Identity



- What is **the look and feel** of your brand?
- What is **associated** with your brand?



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Brands should embody your core value proposition

- Name
- Images – logo, colors, design
- Spokesperson, mascot
- Tagline
- Audio jingle/special sound
- Perceptions – based on brand attributes
- Experience – with the company/product itself, including smell and taste
- Message(s)
- Medium
- Pricing
- Packaging

STEP 5 Go-to-Market-Plan



- Situation Analysis
- Objectives
- SWOT
- Audience
- Messaging
- Strategy
 - Product
 - Pricing
 - Marketing
- Tactics
- Timeline
- Budget



Thank You!

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