**[](https://www.smartsheet.com/try-it?trp=11610&utm_source=integrated-content&utm_campaign=/content/go-to-market-strategy-templates&utm_medium=Go-to-Market+Marketing+Strategy+doc+11610&lpa=Go-to-Market+Marketing+Strategy+doc+11610)GO-TO-MARKET MARKETING   
STRATEGY TEMPLATE**

|  |  |
| --- | --- |
| 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** |  |  |  |  |
| **OTHER** |  |  |  |  |
| **OTHER** |  |  |  |  |
| **OTHER** |  |  |  |  |
| **REVIEW** |  |  |  |  |

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