

Title: The Last GTM Template You'll Ever Need

Date:

Author:

Pt. 1: Business Details

Context Setting

Surfaces the commercial truth, including growth targets, constraints, risks, and trade-offs, so the GTM is anchored in reality.

Market Dynamics

Clarifies category, competitor, and cultural signals that shape the opportunity and approach.

Strategic Mandate

Defines why this matters now and what business problem this program is explicitly designed to solve.

Business Goal

Quantifies success and how you will measure it.

Pt. 2: Audience Details

Target Audience

Highlights the primary and secondary customer segments you will target with the initiative.

Key Insights

Surfaces the key insights that communicate who your target audience is: their beliefs, habits, motivations, barriers to engagement, recent trends, etc

North Star

Declares the single customer outcome that matters most. What are you trying to get your customer to do?

Marketing Goal

Quantifies marketing success and how you will measure it. Important because your marketing goal should be a reflection on your North Star (did you reach it or not?).

Strategic One-Liner:

A sharp, singular statement that pulls all the above together and tees-up an approach. It sums up what has collectively been agreed upon as a team in an effort to attain leadership approval on the approach before actual work begins.

*It follows the GET-TO-BY structure: [Brand] is going to **GET** [Target Customer] **TO** [Take Action] **BY** [Tactic/Approach].*

*E.g. Streamly is going to **GET** off-platform fans of True Crime **TO** take a free 30-day Streamly trial **BY** creating an exclusive content program that is irresistible for True Crime fans.*

Pt. 3: Creative Details

The Desired Action:

Outlines what you need the creative to inspire your target audience to do.

Positioning

Defines how the offering should be framed to the customer so it is immediately understood and inspires action.

Value Proposition

States the clear, specific value the customer will experience (emotionally and functionally).

Reasons to Believe

Details why your target audience should believe you. It is your promise to them; the proof.

Thoughts and Feelings

Outlines what you want your customers to walk away thinking, feeling, and experiencing.

Tone of Voice

This should usually be derived from our brand's TOV; define which area (if any) you're leaning into. Otherwise, remove.

The One Thing

A short, pithy statement that condenses all of the above into a slogan of sorts. It is not customer facing; it is an internal North Star and rallying cry.

Pt. 4: Execution Details

Campaign Overview

An overview of the campaign. What are you actually doing to reach your customer and with what? Detail how you are reaching your audience, with what tactics, in what phases. Sequence the GTM into intentional waves that drive and sustain your desired customer outcome.

| Phase 1 | |
|-------------------------|--|
| Dates | |
| Objective/Intent | |
| Key Message | |
| Phase Details | |
| Channel / Media | |

| | |
|-------------|--|
| Plan | |
|-------------|--|

| Phase 2 | |
|-----------------------------|--|
| Dates | |
| Objective/Intent | |
| Key Message | |
| Phase Details | |
| Channel / Media Plan | |

Experiment Plan

Identifies what will be tested, and when, to improve performance. Make sure to include in above phasing if managing a "gated" approach based on experimentation.

Campaign Roll Out; Exhaustive

*The granular, day-by-day roll-out. Every channel and tactic with launch times so that everybody knows **what** is happening **when**.*

| Phase | Date | Channel/Tactic | Details | Launch Time |
|--------------|-------------|-----------------------|----------------|--------------------|
| | | | | |
| | | | | |

Pt 5: Operational Details

The Working Team (DACI)

Ownership and accountability. This is critical to set up and socialize w/ partner teams at the beginning of the campaign. Align on it during the working team kick-off meeting.

| Deliverable | Driver | Approver | Consulted | Informed |
|--|---|--|---|---|
| <i>Area of assets/work that needs completion</i> | <i>Who has been resourced for this work? Who is going to complete the task?</i> | <i>Who must approve of this deliverable to move forward?</i> | <i>Check in with these people for expertise or give them a heads up if it impacts their work.</i> | <i>The following people will be kept in the loop on project updates on a regular cadence.</i> |
| | | | | |

Calendars & Timelines

Link to various internal workback calendars here that help track the work

Budget and Resourcing

Budget and resourcing needs, broken down.

Breakdown:

| Driver / Executing Team | Budget Cost Center | Approved Budget Amount |
|-------------------------|-----------------------------------|------------------------|
| <i>ex. Jimmy Johns</i> | <i>ex. GTM Campaigns - 594219</i> | <i>ex. \$350,000</i> |
| | | |

Key Risks and Dependencies

Outlines potential blockers to success that all teams must be aware of.

Appendix

You want the above part of the document to not be any longer than 6 pages, so move things here. It's a good place to include any data, deeper insights, research, analytics, or creative inspiration. It can be a helpful reservoir for data or other content that you can point to during a GTM review when you get asked questions, receive pushback, or get asked how you got from A to B.