GO-TO-MARKET TEMPLATE

Go-to-market checklist

A working template that turns your launch strategy into phases, tasks, owners and dates. Eleven phases, from the launch timeline to scaling. Assign every task an owner and a due date, then tick it off when it's done.

1	2	3
Adapt Keep the phases that fit your launch and remove the rest.	**Assign** Give every task one owner and one due date.	**Review** Go through the list weekly with the whole launch team.

THE ELEVEN PHASES AT A GLANCE

PHASE	KEY DELIVERABLE	DONE
01 **Create a detailed timeline with milestones**	Visual timeline (e.g. Gantt chart)	☐
02 **Assign roles and responsibilities**	RACI matrix	☐
03 **Develop product positioning and messaging**	Product positioning statement	☐
04 **Plan and create marketing assets**	Ready-to-publish launch assets	☐
05 **Implement tracking and analytics**	Dashboards for key metrics	☐
06 **Conduct market testing or a soft launch**	Insights and adjustments	☐
07 **Train sales and customer support teams**	Training materials	☐
08 **Plan the official launch**	Launch presentation or materials	☐
09 **Prepare post-launch support and feedback**	Customer satisfaction surveys	☐
10 **Schedule regular progress reviews**	Standardized reporting template	☐
11 **Plan for scaling and expansion**	Long-term product roadmap	☐

PHASE 01 OF 11

DELIVERABLE: VISUAL TIMELINE (E.G. GANTT CHART)

Create a detailed timeline with milestones

	TASK	OWNER	DUE DATE
☐	Identify key launch phases.		
☐	Set specific dates for each milestone.		
☐	Define important path activities.		
☐	Establish deadlines for deliverables.		
☐	Create a visual timeline (e.g. Gantt chart).		

PHASE 02 OF 11

DELIVERABLE: RACI MATRIX

Assign roles and responsibilities

	TASK	OWNER	DUE DATE
☐	Identify required roles for the launch.		
☐	Match team members to roles based on skills.		
☐	Create a RACI matrix (Responsible, Accountable, Consulted, Informed).		
☐	Communicate responsibilities to each team member.		
☐	Establish a process for progress reporting.		

PHASE 03 OF 11

DELIVERABLE: PRODUCT POSITIONING STATEMENT

Develop product positioning and messaging

	TASK	OWNER	DUE DATE
☐	Define a unique value proposition.		
☐	Create a product positioning statement.		
☐	Develop key messaging points.		
☐	Craft an elevator pitch.		
☐	Create FAQ documents.		

PHASE 04 OF 11

DELIVERABLE: READY-TO-PUBLISH LAUNCH ASSETS

Plan and create marketing assets

	TASK	OWNER	DUE DATE
☐	Design and develop websites or landing pages.		
☐	Create advertising materials (digital and print).		
☐	Produce content (blog posts, whitepapers, videos).		
☐	Design social media assets.		
☐	Develop email marketing templates.		

PHASE 05 OF 11

DELIVERABLE: DASHBOARDS FOR KEY METRICS

Implement tracking and analytics

	TASK	OWNER	DUE DATE
☐	Set up web analytics (e.g. Google Analytics).		
☐	Implement a CRM system.		
☐	Set up social media monitoring tools.		
☐	Create dashboards for key metrics.		
☐	Test all tracking systems.		

PHASE 06 OF 11

DELIVERABLE: INSIGHTS AND ADJUSTMENTS

Conduct market testing or a soft launch

	TASK	OWNER	DUE DATE
☐	Identify a test market or beta users.		
☐	Develop feedback collection methods.		
☐	Execute the soft launch.		
☐	Analyze results and gather insights.		
☐	Make necessary adjustments based on feedback.		

PHASE 07 OF 11

DELIVERABLE: TRAINING MATERIALS

Train sales and customer support teams

	TASK	OWNER	DUE DATE
☐	Develop training materials.		
☐	Conduct product knowledge sessions.		
☐	Role-play sales scenarios.		
☐	Train on customer support processes.		
☐	Provide resources for ongoing reference.		

PHASE 08 OF 11

DELIVERABLE: LAUNCH PRESENTATION OR MATERIALS

Plan the official launch

	TASK	OWNER	DUE DATE
☐	Choose the launch format (e.g. event, press release, webinar).		
☐	Set the date and time for the launch.		
☐	Prepare launch presentations or materials.		
☐	Invite media, partners and key stakeholders.		
☐	Rehearse the launch presentation.		

PHASE 09 OF 11

DELIVERABLE: CUSTOMER SATISFACTION SURVEYS

Prepare post-launch support and feedback

	TASK	OWNER	DUE DATE
☐	Set up customer support channels.		
☐	Create a system for categorizing and prioritizing feedback.		
☐	Develop customer satisfaction surveys.		
☐	Plan regular check-ins with early adopters.		
☐	Establish processes for addressing common issues.		

PHASE 10 OF 11

DELIVERABLE: STANDARDIZED REPORTING TEMPLATE

Schedule regular progress reviews

	TASK	OWNER	DUE DATE
☐	Set dates for weekly or monthly review meetings.		
☐	Define the KPIs to be reviewed.		
☐	Create standardized reporting template(s).		
☐	Establish processes for implementing adjustments.		
☐	Assign responsibility for tracking action items.		

PHASE 11 OF 11

DELIVERABLE: LONG-TERM PRODUCT ROADMAP

Plan for scaling and expansion

	TASK	OWNER	DUE DATE
☐	Identify potential areas for growth.		
☐	Develop criteria for expanding to new markets.		
☐	Create a resource allocation plan for scaling.		
☐	Establish partnerships for expansion.		
☐	Develop a long-term product roadmap.		

NEED A HAND WITH THE LAUNCH?

DevriX builds go-to-market roadmaps and the assets that carry them: positioning, pricing, channels, campaigns and KPIs. Book a GTM working session at devrix.com/contact.