



CRAFTING YOUR 2025 B2B GO-TO-MARKET STRATEGY

Use this worksheet to develop your Go-to-Market strategy. It bridges strategy and execution, helping you create a marketing plan that aligns with your goals. Discover ways to gain approval from executives and board members. Learn best practices and methods to execute your plan and turn ideas into measurable results.

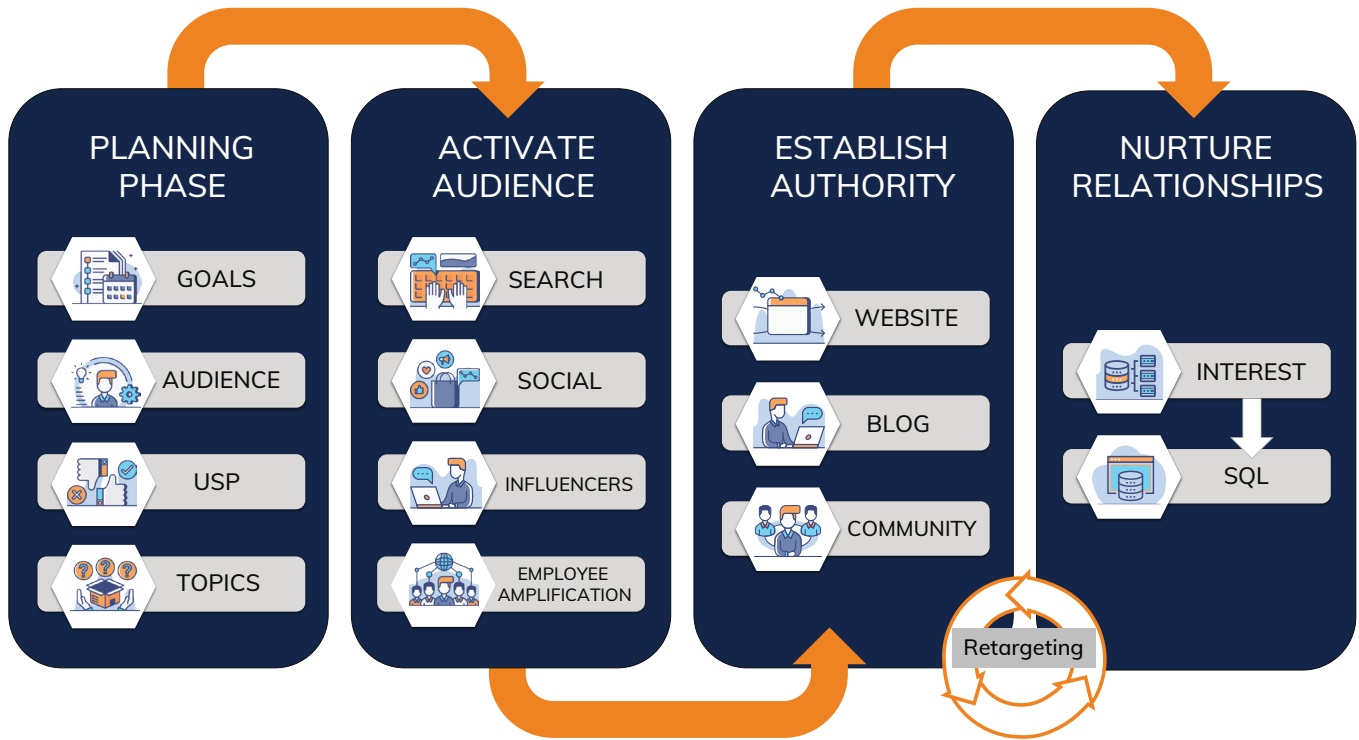
Top 6 GTM Challenges for B2B Companies

Review these common GTM challenges, rate their importance to your business (1 being the most important), and consider the suggested strategies for your 2025 GTM plan.

CHALLENGE	DESCRIPTION	STRATEGY	RATE IMPORTANCE (1-3) 1 BEING MOST IMPORTANT
Revenue Uncertainty	Difficulty in accurately forecasting and consistently growing revenue due to poor lead quality, unpredictable market conditions, and customer behavior.	Implement ICP-centric full-funnel campaigns.	
Strategic Misalignment	Lack of a unified GTM strategy leads to fragmented processes across teams, resulting in inefficient resource allocation, inconsistent messaging, and difficulty in scaling growth initiatives.	Launch an always-on ABM campaign for targeted accounts.	
Market Positioning	Losing market share to competitors due to late entry into deals and weak industry influence.	Promote Thought Leadership & POV content.	
Value Erosion	Feature-based messaging and competition undermine the core value proposition and make it challenging to demonstrate clear customer ROI.	Promote differentiated problem/solution & social proof content.	
Customer Retention and Expansion	High attrition rates, difficulties in moving upmarket, and cross-selling/upselling existing customers.	Execute upsell/cross-sell and customer education campaigns.	
AI Integration	Difficulty in adopting AI to enhance marketing efforts, personalize customer experiences, and stay competitive.	Develop an AI-driven marketing plan and train teams on new tech.	

Your B2B Growth Engine: 4 Pillars of Success

Use these four pillars as a framework to build your GTM strategy, answering key questions in each section and identifying your top three action steps for success in each area.



NOTES:

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Planning - Align Your North Star: The Why & Who

- ➔ Are your objectives aligned with corporate goals?
- ➔ Have you defined KPIs that reflect your objectives and corporate goals?
- ➔ Is your ICP clearly defined and agreed upon across departments?
- ➔ Have you mapped the buyer's journey for key customer segments?
- ➔ Has a SWOT and competitive analysis been conducted to identify market opportunities?
- ➔ Is there a messaging playbook aligned with your POV for each segment?
- ➔ Have you validated your messaging through customer feedback or market research?
- ➔ What 3-5 content pillars define your brand's expertise?
- ➔ Do you have a scalable content production strategy for these pillars?

PLANNING - TOP ACTION STEPS	
1.	
2.	
3.	

Activate Your Audience - Ignite Engagement Where Your Prospects Spend Time

- ➔ How does your content distribution align with the buyer's journey?
- ➔ What's your targeting strategy? (audience, engagement, intent, ABM)
- ➔ Which 1-2 channels will you focus on dominating next year?
- ➔ What new channel will you explore?
- ➔ What's your influencer strategy? (clients, podcasts, reviews, C-Suite, SMEs)
- ➔ How will you measure and optimize cross-channel engagement?
- ➔ How should sales engage with marketing-generated leads?
- ➔ What's your plan for content atomization?
- ➔ How will you maintain consistent messaging across channels?
- ➔ How will you allocate budget across channels and tactics?

ACTIVATE YOUR AUDIENCE - TOP ACTION STEPS	
1.	
2.	
3.	

Establish Authority - Invite Prospects into Your Expertise Hub

- ➔ Does your website serve as a comprehensive buyer resource?
- ➔ Are your key web pages (home, product, landing) optimized for conversion?
- ➔ How do you personalize content across buyer segments and journey stages?
- ➔ Does your content strategy build SEO equity while highlighting your USP?
- ➔ What content requires updating?
- ➔ What's your strategy for gating/ungating premium content?
- ➔ How can you streamline the buyer journey?
- ➔ How will you use AI for personalized content hubs?
- ➔ How will you ensure your ICP sees your best content?
- ➔ How will you integrate social proof into your authority-building strategy?

ESTABLISH AUTHORITY - TOP ACTION STEPS	
1.	
2.	
3.	

Nurturing Relationships - Orchestrate Ongoing Engagement: Keep Your Expertise Front and Center

- ➔ Are your Sales and Marketing goals and KPIs aligned?
- ➔ How will you implement a joint Sales and Marketing playbook?
- ➔ How can Marketing support Sales in winning more business in 2025?
- ➔ Are your current conversion rates and CPL meeting targets?
- ➔ How will you personalize nurturing across segments and buying stages?
- ➔ What's your strategy to optimize MoFu and BoFu?
- ➔ How will you surround target accounts with relevant information?
- ➔ What's your SMART retargeting plan for moving prospects down the funnel?
- ➔ How will you balance automation and personal touch in nurturing?
- ➔ What's your 2025 email marketing strategy for nurturing leads?

NURTURING RELATIONSHIP - TOP ACTION STEPS	
1.	
2.	
3.	

C-SUITE BUY-IN: GETTING YOUR PLAN APPROVED

A brilliant Go-To-Market (GTM) strategy needs executive support to succeed. Use this Action Plan Template to organize your thoughts, anticipate questions, and create a compelling narrative that gains approval and secures ongoing support for your GTM initiatives.

Your goal: transform your strategy from a plan on paper to a fully-backed company priority.

Narrative Connecting to the Company’s 2025 Vision

IN 2-3 SENTENCES, EXPLAIN HOW THIS GTM STRATEGY IS CRUCIAL FOR ACHIEVING THE COMPANY’S FUTURE STATE.

Alignment with Business Objectives

Instructions:

- ➔ List the top 3 key business objectives your company aims to achieve in 2025.
- ➔ For each objective, briefly explain how your GTM strategy directly supports or contributes to its achievement.
- ➔ Where possible, be specific and quantitative (e.g., “Increase market share by 15%” rather than just “Grow market share”).
- ➔ Consider both short-term and long-term business goals.
- ➔ Ensure that every major component of your GTM strategy ties back to at least one of these objectives.

OUR GTM STRATEGY ALIGNS WITH THE FOLLOWING COMPANY GOALS:	
1.	
2.	
3.	

Objectives and Outcomes

Company Goal/ Objective:	Key Objective 1:	
	Expected Outcome:	
Company Goal/ Objective:	Key Objective 2:	
	Expected Outcome:	
Company Goal/ Objective:	Key Objective 3:	
	Expected Outcome:	

Key Objectives and High-Level Tactics

List your top 3 GTM objectives for 2025 from above and outline 2-3 high-level tactics for each, ensuring they align with business goals and address key challenges identified earlier.

	OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3
1.			
2.			
3.			

Resource Requirements and Justification

Identify the top 3 key resources (e.g., budget, personnel, technology) needed for your GTM strategy, justify their importance, and explain how you'll optimize each for maximum impact.

	RESOURCE NEEDED	JUSTIFICATION	OPTIMIZATION PLAN
1.			
2.			
3.			

Risk Mitigation Strategies

Identify the top 3 risks to your GTM strategy, outline a mitigation strategy for each, and provide a contingency plan in case the risk occurs despite efforts.

	POTENTIAL RISK	MITIGATION STRATEGY	CONTINGENCY PLAN
1.			
2.			
3.			

Implementation Timeline

Create a high-level timeline for your GTM strategy over the next 12 months, highlighting 3-5 key phases, major milestones, expected outcomes, and approximate duration for each phase.

	PHASE	KEY MILESTONES	EXPECTED OUTCOMES	TIMELINE
1.				
2.				
3.				
4.				

Key Performance Indicators (KPIs)

LIST THE TOP 3 KEY METRICS YOU'LL USE TO MEASURE THE SUCCESS OF YOUR GTM STRATEGY	
1.	
2.	
3.	

Anticipated Questions and Responses

Identify 3-5 challenging questions you expect from executives or board members about your GTM strategy. Prepare concise, data-driven responses that address concerns and highlight the strategy's strengths.

	POTENTIAL QUESTION	YOUR RESPONSE
1.		
2.		
3.		

Remember: Be concise, data-driven, and show how your GTM strategy will drive the company's success!

ONE PAGE MARKETING PLAN - TYING IT ALL TOGETHER

Use the information from your worksheet to create a one-page marketing plan like the one below.



Ready to Take the Next Step?

If you'd like personalized guidance to refine your 2025 GTM strategy, we're here to help. Schedule a one-on-one planning session with our team, and let's work together to turn your vision into a concrete, actionable plan for growth.

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Additional Resources

For additional resources and to learn more, scan this QR code or visit VendeDigital.com.