


**Report on Fomento lecture Series [ Go-to- market: from strategy to execution]**



<b>Title of the event</b>	Go-To-market: from strategy to execution
<b>Date and time</b>	09-october-2021, [10:00am-11:00pm]
<b>Mode</b>	Physical Mode [online mode]
<b>Venue</b>	Faculty Block F Goa business school [auditorium]
<b>Series</b>	Fomento Lecture Series
<b>Speaker</b>	Mr. Swamy Ramchandran
<b>Department/School/Directorate</b>	Goa Business School
<b>Participants</b>	Approximately 60
<b>Google Met [code]</b>	KSS-TYQQ-TVE
<b>Benefit/Key outcome of the event in terms of learning/skills/knowledge</b>	A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers.
<b>Event coordinators</b>	Prof. Nilesh Borde Ms. Teja khandolkar



## Brochure



# GOA BUSINESS SCHOOL, GOA UNIVERSITY

PRESENTS

FOMENTO LECTURE SERIES 2021

OUR SPEAKER

## Swamy Ramchandran

Director: Product Strategy, Marketing and Strategic Initiatives (Global) Oracle Financial Crime and Compliance Product Suite


TOPIC

### Go-To-Market: From Strategy to Execution.

DATE	TIME
October 09, Saturday	10.00am to 11.00pm

WEBINAR WILL BE HOSTED ON: GOOGLE MEET

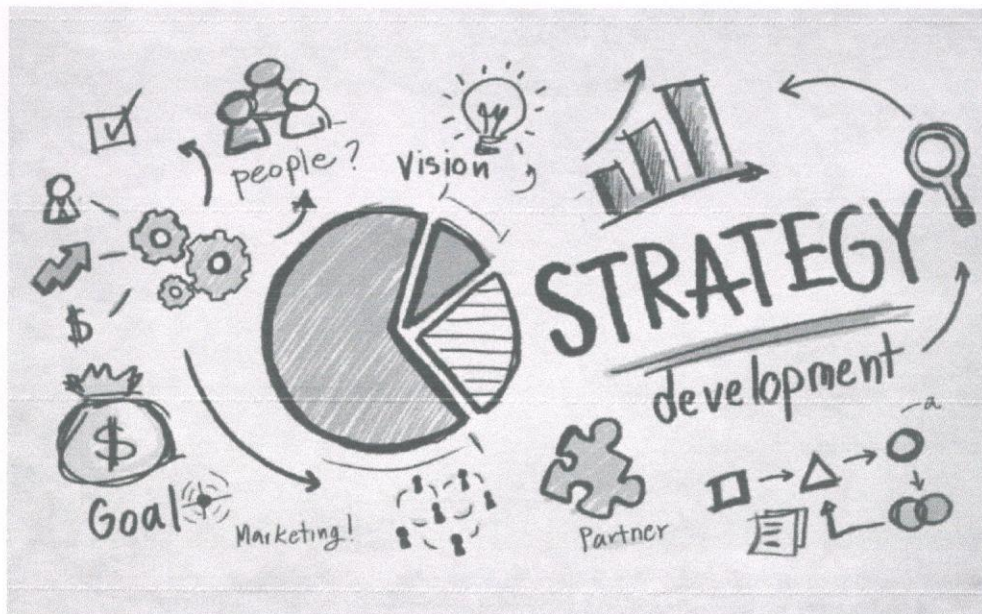
GOOGLE MEET CODE: KSS-TYQQ-IVE



A talk on "Go-To-Market: from strategy to execution" was organized Goa Business School, Goa University. The key note speaker for the day was Mr. Swamy Ramchandran. The topic focused on the emerging trends in business and the importance of having market strategies to keep up with changing market. Mr. Swamy Ramchandran also gave very interesting examples from today's business situations on how fundamental it is for any business to have strategic planning. The session gave the students an insight on how to prioritize business objective in a strategic manner in order to achieve a competitive edge in the business world.







## Snaps

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### What is Go-to-Market?

A go-to-market (GTM) strategy is an action plan. It outlines the steps a company needs to take to succeed in a new market or with a new audience.

- What we sell (product/service)
- Whom we sell (target clients)
- Where we sell (in what market)
- How we sell (through what channels)
- Why buy us? (the value proposition)

Geetha Rameshbabu

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### Benefits of a Go-to-Market Plan

- Brings **everyone** in the team on the same page and guides them throughout the process
- Increases the company's ability to **adapt to changes** in the market
- Maximizes **throughput**
- Minimizes **customer acquisition costs**
- Improves **customer experience**
- Ensures **successful product launches** (reduce costs associated with failed launches)
- Helps **reinforce brand position**

Geetha Rameshbabu



### Components of a GTM Plan

PRODUCT SPECIFIC PARAMETERS	RESEARCH & DEVELOPMENT	MARKETING STRATEGY	SALES STRATEGY	OPERATIONAL METRICS
BUSINESS PLAN	USE CASE	PRODUCT-MARKET FIT	SALES ENABLEMENT	BUDGETING
CUSTOMER JOURNEY	MARKET RESEARCH	ADVERTISING	SALES CYCLE	GROWTH PLAN
PRICING STRATEGY	COMPETITION ANALYSIS	SOCIAL MEDIA STRATEGY	OUTREACH	REINVESTMENT PLAN
REVENUE MODEL	BUYER PERSONA DEVELOPMENT	BRANDING	CUSTOMER RETENTION	EXIT PLAN
SWOT ANALYSIS	PRODUCT TESTING	CONTENT PLAN	CUSTOMER SUCCESS	CUSTOMER SUCCESS KPIs
PRODUCT ROADMAP		CUSTOMER ACQUISITION PLAN		MARKETING OPERATIONS
				SALES OPERATIONS



Tamara, Samir & Anurag

