



# Building a Successful Go-to-Market Strategy for B2B SaaS

# Agenda

- The Importance of a Strong GTM Strategy
- B2B SaaS Growth Planning
- Identifying Your Audience: TAM, SAM, and SOM
- Building Your Ideal Customer Profile (ICP) and Core Personas
- Crafting Powerful Positioning and Messaging
- Selecting your GTM strategy

**Poll: Does your company have a  
GTM strategy?**



# Why Invest in a Your GTM Strategy?



## 1 Growth

Your GTM strategy can make or break your ability to grow within a market. Choose wisely.

## 2 Efficiency

Even great GTM strategies can be an exceedingly expensive and time consuming. Bad ones take even more resources. Knowing where to start and who to pursue makes it easy to focus your efforts and make good use of your capital.

## 3 Targeting

Hit your audience where it hurts: Use you in-depth knowledge of their pains and hopes to create targeted, effective messaging and convert more customers with less effort.



# The Ansoff Matrix: Four Stages of Growth

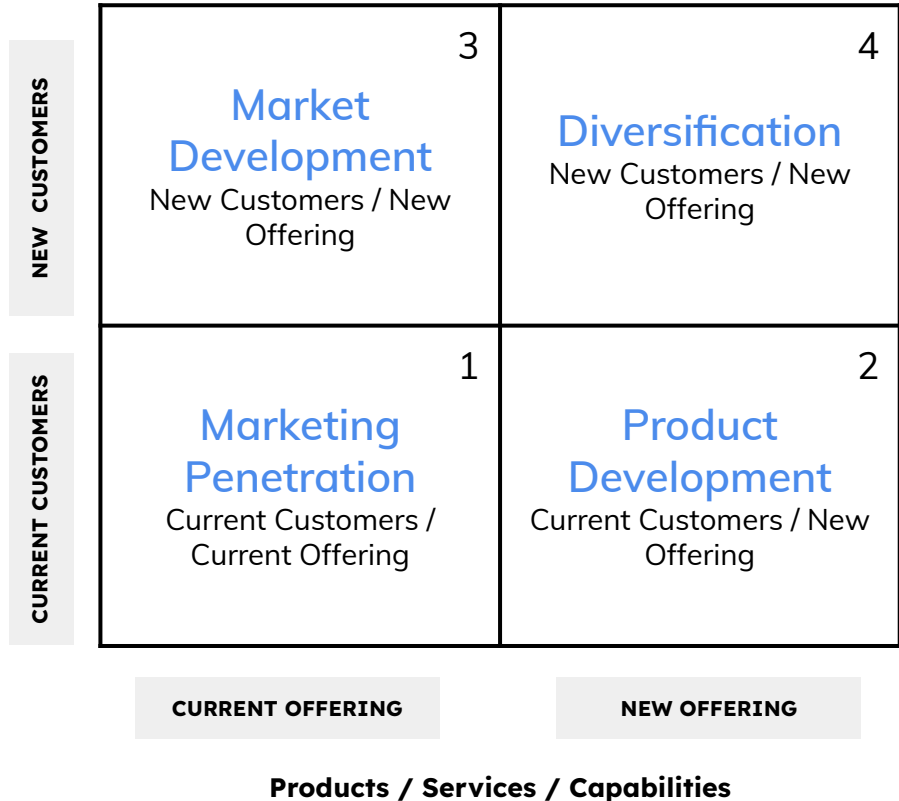
# The Four Core Stages of Growth



## Determining Where and How to Grow Your Business

1. Optimizing your current marketing function
2. Developing products for your existing customers
3. Go-to-market targeting a new audience
4. Completely pivot, developing a new product for a new market

Customers / Channels

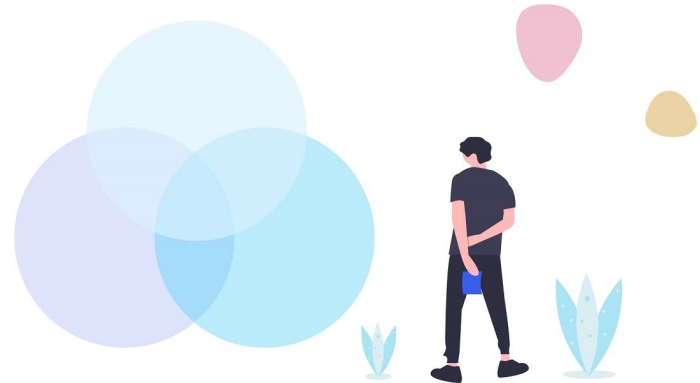


# Spreading Yourself Too Thin



With an endless number of channels to explore and audiences to address it can be tempting to spread yourself across them and reach the largest possible audience.

**When developing your go-to-market strategy, however, it is important to focus your efforts, and conserve your limited time and resources for the market segment with which you will have the most impact.**



# Segmenting Your Market



## Total Addressable Market

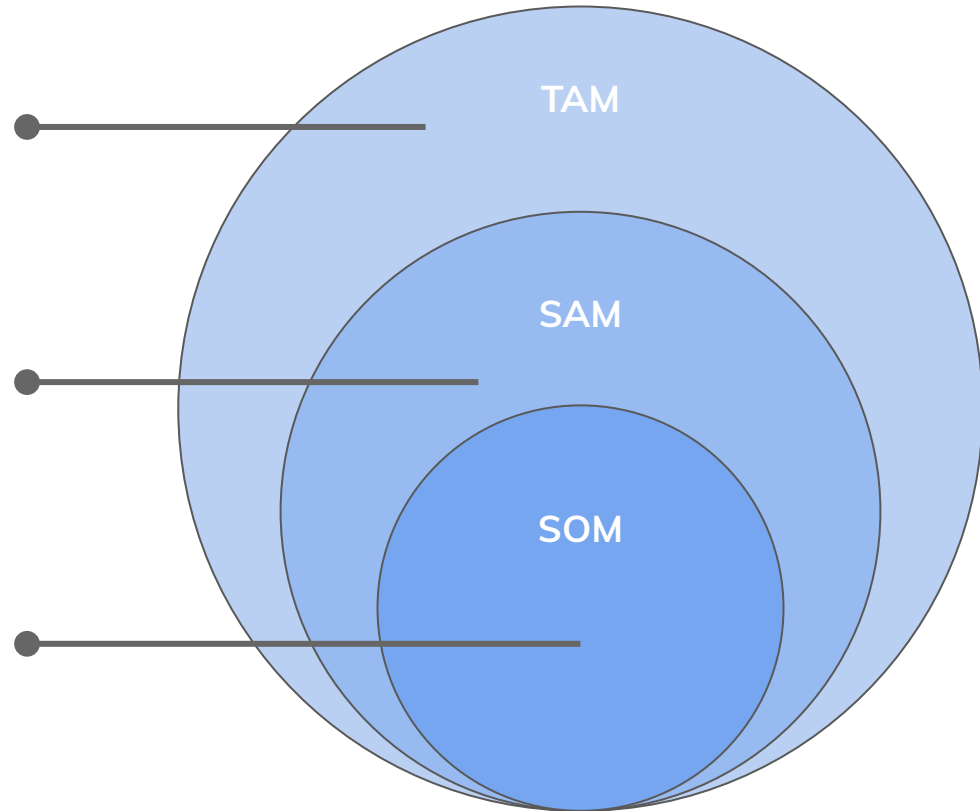
The total possible market that exists for your products

## Serviceable Addressable Market

The market which would best fit your product's offering

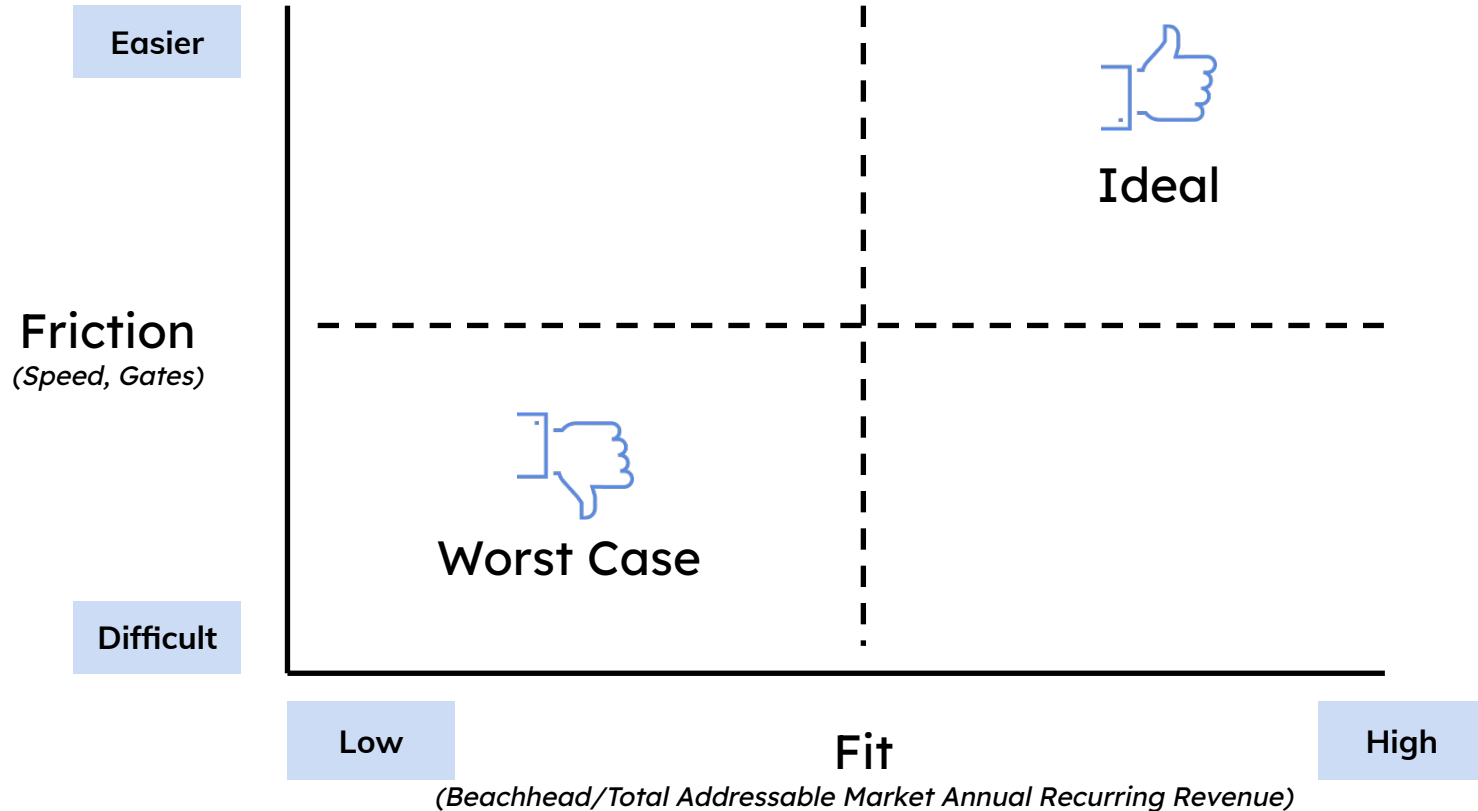
## Serviceable Obtainable Market

The portion of the serviceable market which you can realistically target in the short term





# How to Choose the Right Verticals





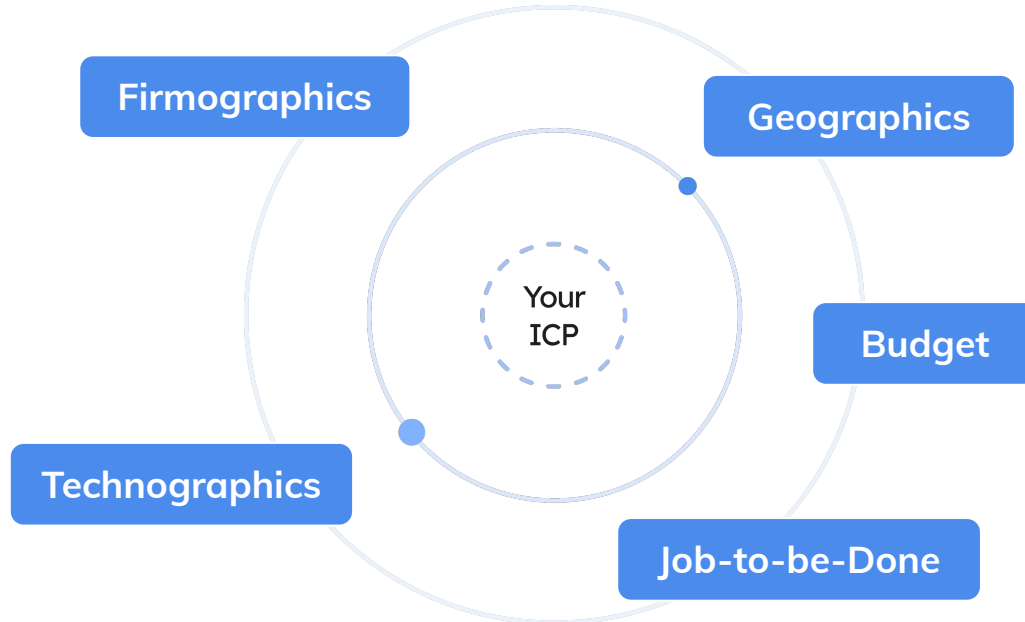
# ICP and Personas

# Building Your Ideal Customer Profile (ICP)

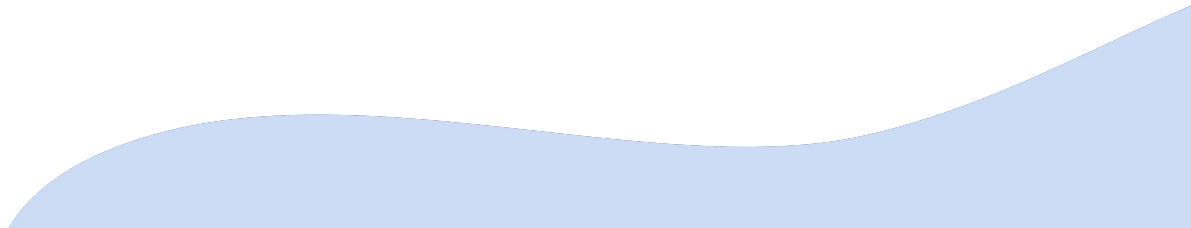


Ask yourself...

- What companies are your strongest customers? What do they look like?
- Who do you want to speak to in a sales call?



**Poll: How many personas do you  
have?**

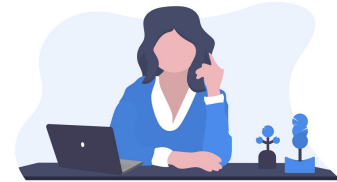
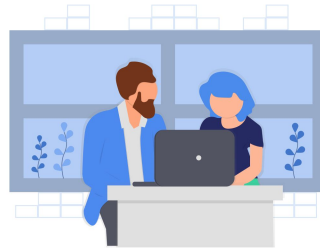


# Building Your Personas



## Who will your marketing be speaking to?

Creating content and messaging for each persona allows you to speak to the specific pains, hopes, and fears of each segment of your audience





**Start your building your personas with these three core types:**

**P1: User/beneficiary of the solution**

Learn something new, be more productive, have more fun in their work, less boring, make more impact etc. (Maslow)

**P2: Supervisor of P1 (usually the buyer)**

Often an advocate to drive the buyer's journey. Wants to solve for P1 needs and be able to make the business case to P3

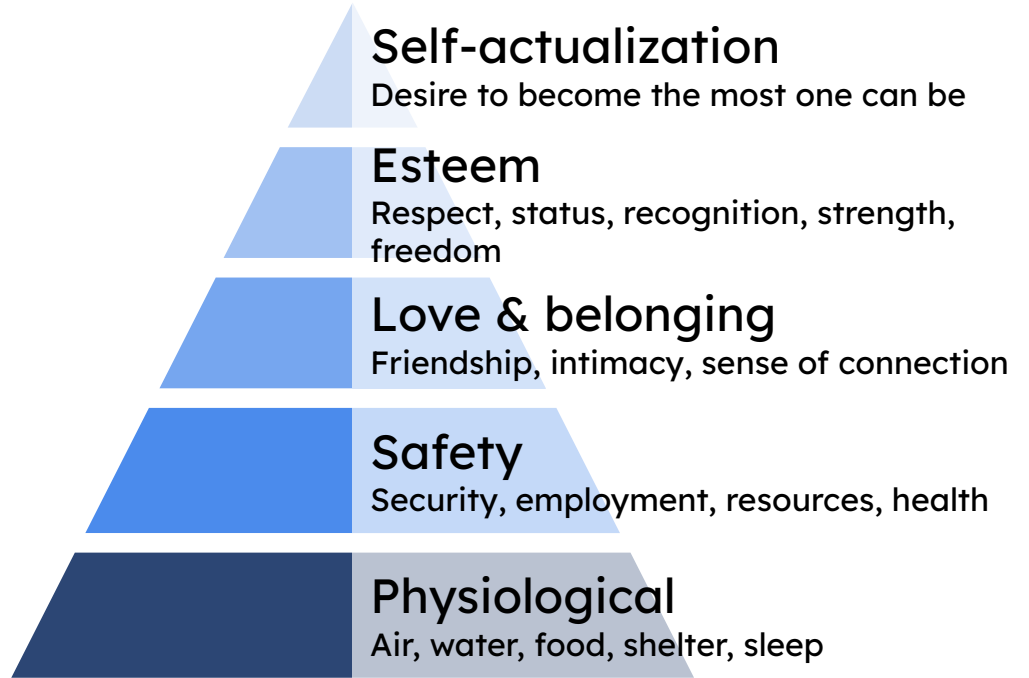
**P3: Executive/decision maker**

Cares about ROI, and company wide issues like compliance, privacy etc. Key to remove potential blockers like legal or IT

# PAINS

---

- What do they like?
- What do they want?
- What do they need?
- What do they fear?
- What keeps them up at night?
- What do they dream about?





# Positioning and Messaging





## Positioning & Messaging

What are our superpowers?  
What makes us special?  
What only do we do?





## Best

---

**What are the things we do  
BEST?**

These are the features,  
benefits, and services that  
you excel with.

## Better

---

**What makes us BETTER  
than our competitors?**

What are you better at?  
What sets you apart from  
the competition? Think  
about the features that  
would be important to a  
selecting between options.

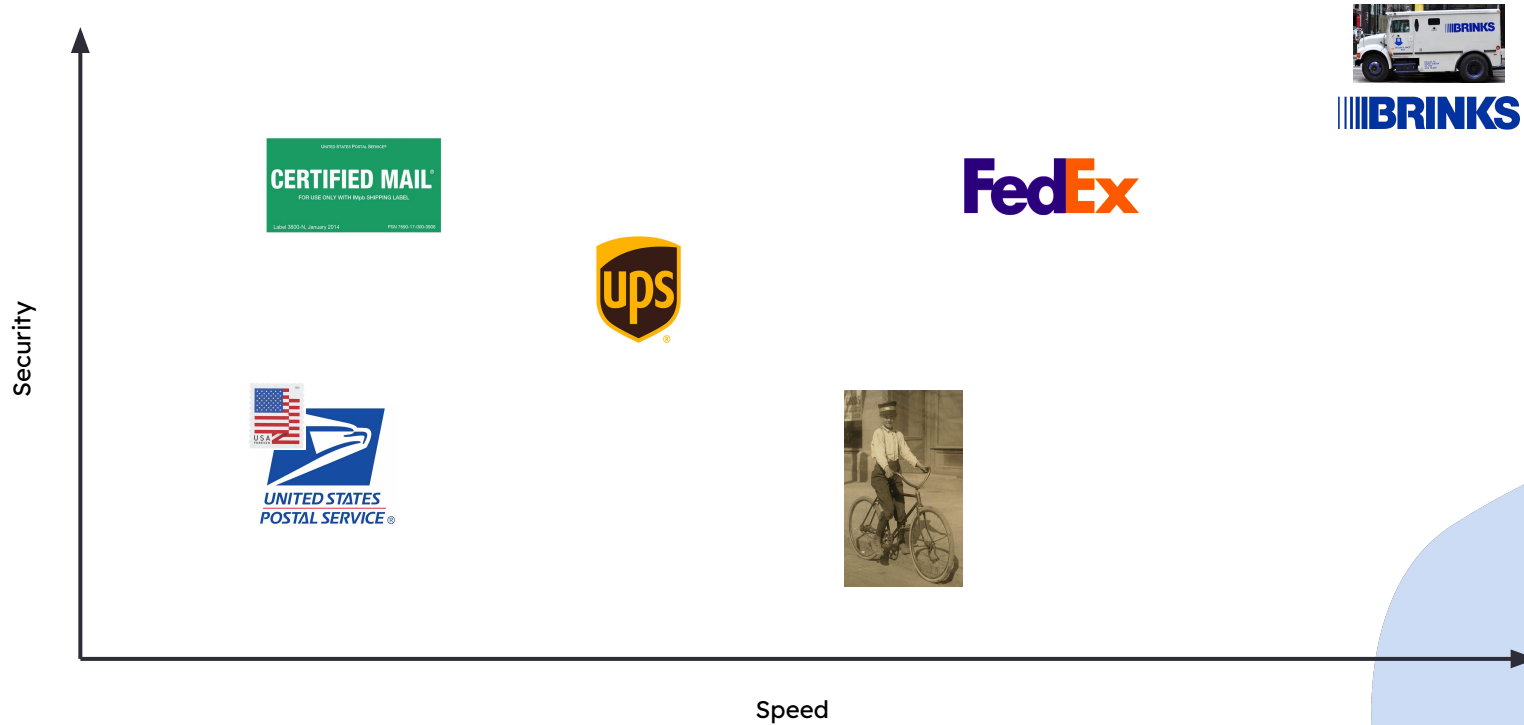
## Only

---

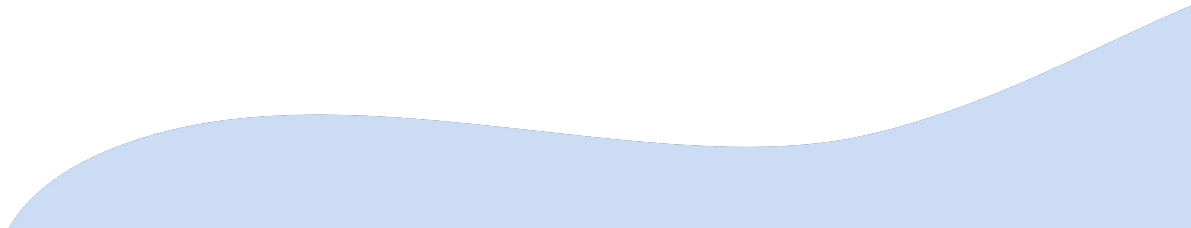
**What can ONLY we do?**

What makes you different from  
any other competitor on the  
market? This is your guaranteed,  
undisputed differentiator that  
makes your service unique.

# Positioning Your Product



**Poll: Do you write towards a specific persona when creating content?**



## A Common Pitfall...

---

## Telling a Story

---



Self-Centric



Customer-Centric



# How to Become a “Trusted Guide”



## Get attention - Why change?

- Build on the PAIN
- Meet them where they are - Empathy



## Bring a plan - Why with you?

- CLAIMs (Features → Benefits and only you)
- Provide small steps on a big journey



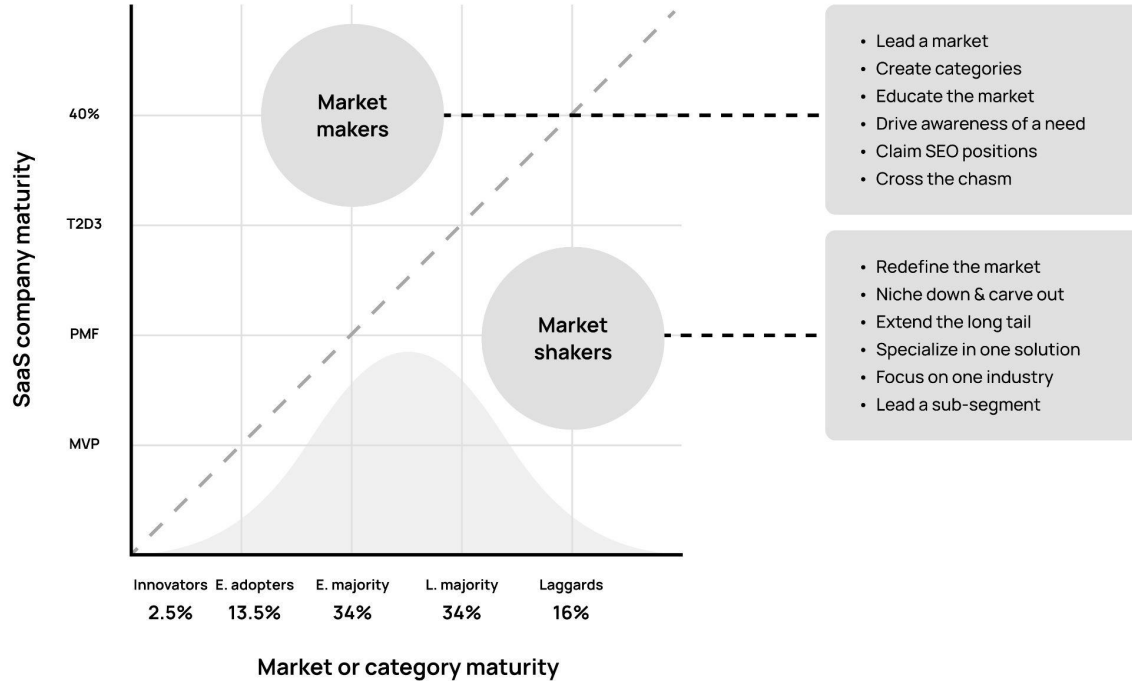
## Call to Action - Why now?

- Proof of GAINs
- Show and tell (Fear of missing out)



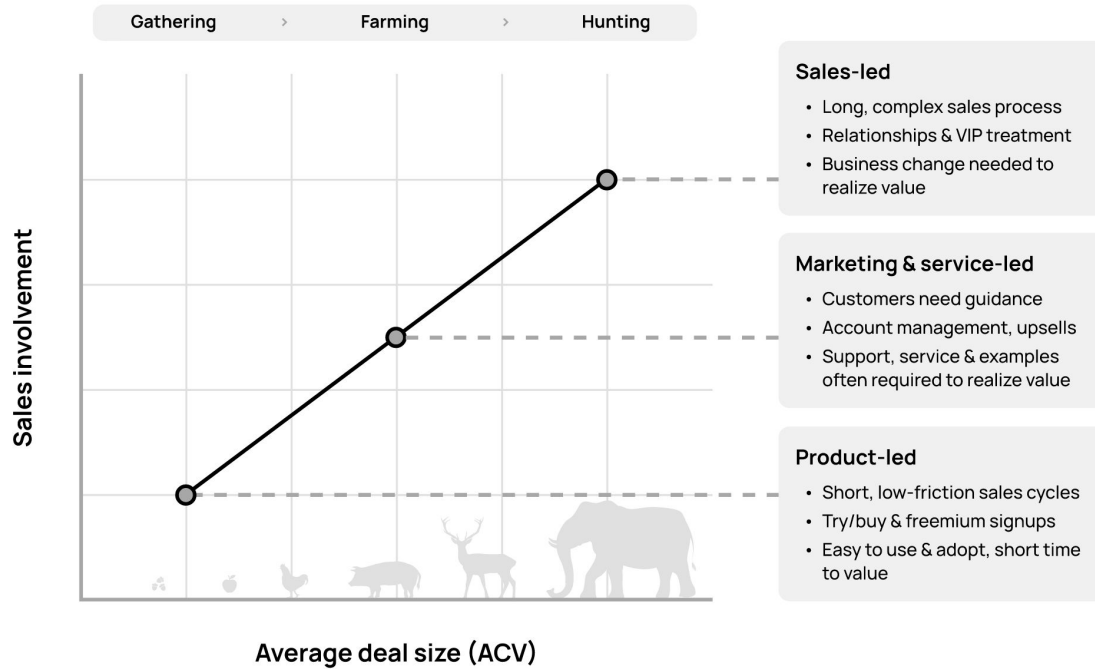
# Selecting your GTM Strategy

# Company and Industry Maturity: Create or Carve Out

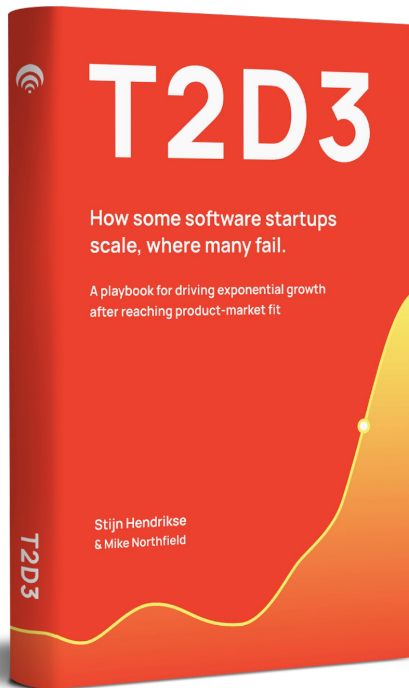




# Will Your Growth be Product or Sales-led?



# T2D3: The B2B SaaS GTM Playbook



Use our playbook as your guide to kickstart your own GTM strategy

- Frameworks to help you go-to-market and deliver on your growth promise
- Best practices for building and scaling a SaaS business
- How to budget, who to hire, what to measure, and how to make big bets

Order your copy at [www.t2d3.pro](http://www.t2d3.pro)



Thank You