

GTM Canvas

1. FOUNDATIONS

2. GTM PREREQUISITES

3. GTM INVESTMENT

5. MKTNG PLAN

BRAND FOUNDATIONS

Alignment

Mission, Vision, Values Y N ?

Brand Persona Y N ?

Visual Identity

Name, Logo, Colors, Typography Y N ?

Brand Positioning Statement Y N ?

WHO? TARGET CUSTOMER

Watering Holes? Y N ?

ICP (B2B Only)

Firmographic Profile Y N ?

Personas

Demographic Profile Y N ?

Psychographic Profile Y N ?

External Validation Y N ?

HOW? MOTION

Sales-Led

Outbound (Lead Poor) Y N ?

Founder-Led Y N ?

Inside Sales Y N ?

Field Sales Y N ?

Channel/Partnerships Y N ?

SDR/BDR Y N ?

Product-Led

Freemium Y N ?

Self Serve Y N ?

Marketing-Led

Inbound (Lead Rich) Y N ?

ABM Y N ?

WHERE & WHEN? CHANNELS

					RANK		
					Prefer	Cost	Plan
Email							
Newsletter(s)	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Outbound	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Content							
Blogs	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Podcasts	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
SEO	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
LinkedIn	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Twitter/X	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
YouTube	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Insta	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
TikTok	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Other: _____	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Misc. Channels							
Direct Mail	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Events	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Influencer	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Paid Search	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Paid Social	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
PR	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Webinars	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____
Other: _____	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> L <input type="checkbox"/> ?				_____	_____	_____

CUSTOMER WHO?

VALIDATED? Y N ?

PRODUCT WHAT?

VALIDATED? Y N ?

MESSAGE WHY?

VALIDATED? Y N ?

CHANNEL WHERE & WHEN?

VALIDATED? Y N ?

WHAT? PRODUCT

Multiple? Y N

Pricing Y N ?

Package: Leader, Killer, Filler Y N ?

Delivery & Distribution Y N ?

WHY? MESSAGE

Positioning: STP/5Ps Y N ?

Storybrand/Andy Raskin Y N ?

Key Messages & Supports Y N ?

4. TECH STACK OPS CAPABILITIES

Website & LPs Y N ?

CRM Y N ?

MAP & Email Y N ?

Attribution Y N ?

Metrics/KPIs Y N ?

METRICS

If you cannot yet calculate these metrics, they are high-priority items to discover.

ACV
CAC
PBK
LTV
NPS
NRR