

Go-To-Market for New Market Expansion



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1. Company & Market Context

Company Name:

Current ARR / Market Footprint:

Target Market / Geography:

Objective for Expansion:

2. Market Research & Hypothesis

Key Market Drivers:

Buyer Preferences / Pain Points:

Competitive Landscape Notes:

Market Entry Hypothesis:

3. Target Personas

Persona Name / Role:

Key Problems / Goals:

Buying Triggers / Objections:

4. GTM Model & Resources

Sales Model (Direct / Partner / Hybrid):

Required Roles / Hires:

Marketing Channels & Tactics:

Partner Opportunities:

5. KPIs & Success Metrics

Leading Indicators (MQL → SQL, Demo Conversion):

Lagging Indicators (ARR, CAC, ARPA):

Go/No-Go Criteria (Month 6 / Month 12):

6. Budget & Timeline

Estimated Budget:

Key Milestones & Timeline:

7. Risks & Mitigation Plan

Potential Risks:

Mitigation Actions:



Now go craft your Go-To-Market for New Market Expansion!

In case you're still unsure what to do and need some help, no worries.

Just contact [C-Mimmi-O!](#)



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