

GTM Launch Checklist

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A structured checklist for going to market. Suitable for B2B SaaS, EdTech, e-commerce, and product companies at the point of launch, relaunch, or expansion into a new segment.

1. ICP AND MARKET

Target Audience

- Primary ICP is defined — one specific segment, not "everyone who might find it useful"
- Buyer persona is described: role, tasks, pain points, decision-making process
- Buyer, champion, and end user are differentiated (for B2B)
- Addressable market size is defined (TAM/SAM/SOM)
- 5-10 customer interviews have been conducted to validate hypotheses

Competitive Context

- A list of 3-5 key competitors has been compiled
 - The parameter on which you win is defined (not "we're better at everything")
 - The alternative the customer currently uses is understood (including "doing nothing")
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2. POSITIONING AND MESSAGING

Positioning

- Core value proposition is articulated in one sentence
- Category is defined: which "shelf" you occupy in the customer's mind
- There is an answer to "Why you and not [competitor]?"
- There is an answer to "Why now and not later?"

Messaging Framework

- Headline — the main idea that hooks in 3 seconds
 - Subheadline — clarification of what you do and for whom
 - 3-4 key benefit statements (outcomes, not features)
 - Proof points: numbers, case studies, logos, quotes
 - Messaging is consistent: website, ads, outreach, and sales deck all speak the same language
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3. OFFER ARCHITECTURE

Product Offer

- The first commercial step is defined: demo, trial, audit, consultation
- Pricing model is clear and justified (value-based, not "same as everyone else")
- There is a low-friction entry point for those not yet ready to buy
- Unnecessary options that create a paradox of choice have been removed

Funnel

- The customer journey is mapped: from first touchpoint to payment
- Conversion points and expected conversion rates are defined
- A nurturing flow exists for those who don't buy immediately

4. CHANNEL STRATEGY

Channel Selection

- 2-3 priority channels are selected based on data, not intuition
- Each channel has a KPI tied to revenue
- Budget is allocated: 70% to proven channels, 30% to experiments
- There is a plan for the first 30 days for each channel

Content and Creative

- Landing page is ready and aligned with the messaging framework
- At least 2-3 creative variations are available for testing
- Email sequences are set up (welcome, nurture, activation)
- Content plan for the first month: what gets published and why

5. MEASUREMENT AND ANALYTICS

Tracking

- GA4 / Mixpanel / analytics is set up and functioning
- Conversions are configured at every funnel stage
- UTM tagging is standardized across all channels
- Attribution model is defined and understood by the team

KPI Dashboard

- 5-7 metrics for weekly review are defined
- Dashboard is ready (Google Sheets, Metabase, or another tool)
- The team knows where to look and how to interpret the data

6. TEAM AND PROCESSES

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Roman Belov — Fractional CMO

Roles

- Ownership is defined for each channel and funnel stage
- There is a single person responsible for GTM coordination
- Contractors and agencies are briefed and have access to data

Operating Rhythm

- Weekly standup is set up: metrics, blockers, decisions (30 min)
 - Monthly review is in place: results, lessons learned, plan adjustments
 - Launch timeline is agreed upon with all stakeholders
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7. LAUNCH READINESS

Final Check

- All landing pages are live and forms are submitting correctly
- Tracking is verified: conversion events are firing
- The team has done a dry run: everyone knows what to do on launch day
- There is a Plan B if the primary channel doesn't perform in the first 2 weeks
- Founder/CEO has confirmed readiness and alignment

Post-Launch (First 14 Days)

- Daily monitoring of key metrics
 - First adjustment on day 7
 - Full review on day 14: what's working, what needs to change
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NEXT STEP

Need help with your GTM strategy? belov.marketing