

Go-to-Market Planning Guide

Use the 4Ps of go-to-market planning and data to answer key questions and develop a comprehensive strategy.



Go-to-Market Planning Using the 4Ps and IDC Data

What are the 4Ps of Go-to-Market Planning?

The "4Ps" represents a mix of elements for consideration when developing go-to-market plans. This generally agreed upon model looks comprehensively at the four domains contained within, including:

1. **Product:** the total value proposition offered to both those buying and those consuming the solutions in question.
2. **Price:** the amount of money, time, and effort required by the customer to effectively gain the benefits promised by the product.
3. **Place:** the channels and formats in which the customer can access the benefits of product.
4. **Promotion:** the factors related to creating and maintaining a products' "position" in the minds of customers, including messaging, communication channels, content, experiences, and more.

How to use IDC's Go-to-Market Planning Guide:

This comprehensive planning framework examines each of the "4Ps" and provides a list of the considerations tech suppliers must work through as part of their go-to-market strategy development process. It includes a register of all considerations as well as the questions to be asked at each step and the types of data required to provide effective answers.



Hyperlinks Active! Click on a specific consideration to learn about the questions to ask and the data inputs to gather.

PRODUCT	PRICE	PLACE	PROMOTION
1 Product Portfolio and Markets Served	1 Cost Analysis	1 Market Segmentation	1 Target Audience
2 Product Value and Differentiation	2 Value Perception	2 Distribution Channels	2 Marketing Objectives
3 Product Lifecycle	3 Competitive Analysis	3 Geographic Coverage	3 Message and Positioning
4 Product Quality and Reliability	4 Pricing Objectives	4 Inventory Management	4 Marketing Channels
5 Product User Experience and User Interface	5 Pricing Models	5 Channel Relationships	5 Advertising and Public Relations
6 Product Packaging and Design	6 Pricing Flexibility	6 Physical Presence	6 Sales Promotion
7 Product Support and Post-Sales Services	7 Pricing Psychology	7 Online Presence	7 Digital Marketing
8 IP Protections		8 Customer Convenience	8 Content Marketing
9 Innovation and Adaptability			9 Social Media
			10 Influencer Marketing
			11 Publicity and Events
			12 Marketing Budget

CONSIDERATION		QUESTIONS	DATA INPUTS
1	Product Portfolio and Markets Served: Determine technology categories by solutions	In which product categories or markets should you compete?	Market research on customer needs and preferences (e.g., surveys and focus groups to gather insights on customer preferences and pain points)
		Which target markets or customer segments should be served?	Market segmentation data (e.g., demographic, psychographic, and behavioral data to identify target market segments)
2	Product Value and Differentiation: Identify unique features and innovations	How can the product be differentiated?	Competitor analysis (e.g., analyzing competitor products, pricing, and marketing strategies)
		What unique features or benefits should be highlighted?	Customer feedback and insights (e.g., online reviews, feedback forms, and customer interviews to understand customer experiences)
3	Product Lifecycle: Assess the product's stage in its lifecycle	What strategies can be implemented for products in different stages?	Sales and performance data (e.g., sales reports, revenue data, and market share analysis)
		Where does the product stand in its lifecycle?	Market trends and customer demands (e.g., industry reports, market research studies, and customer trend analysis)

	CONSIDERATION	QUESTIONS	DATA INPUTS
4	Product Quality and Reliability: Ensure high-quality and reliable product offerings	What quality standards should be met or exceeded?	Quality control processes and certifications (e.g., ISO certifications, product testing results, and quality assurance procedures)
		How can reliable performance be ensured?	Customer reviews and feedback (e.g., online reviews, ratings, and testimonials from customers)
5	Product User Experience and User Interface: Build intuitive and user-friendly products	How can intuitive and user-friendly interfaces be designed?	User research and usability testing (e.g., conducting user interviews, usability tests, and heat mapping analysis)
		How can the overall user experience be enhanced?	Feedback from user testing and surveys (e.g., gathering insights from user testing sessions and customer surveys)
6	Innovation and Adaptability: Design attractive packaging and user-friendly layouts	How should packaging design and materials be approached?	Market research on packaging trends and preferences (e.g., studying consumer preferences, packaging design trends, and packaging material choices)
		How can packaging be aligned with the brand identity?	Competitor packaging analysis (e.g., analyzing packaging design, materials, and branding of competitors' products)

CONSIDERATION		QUESTIONS	DATA INPUTS
7	Product Support and Post-Sales Services: Provide exceptional customer support and services	What types of support and services should be offered?	Customer support data and feedback (e.g., analyzing customer support tickets, response times, and customer satisfaction ratings)
		How can timely and effective support be provided?	Support resources and capabilities (e.g., evaluating available support channels, staff expertise, and response protocols)
8	IP Protections: Protect the product's intellectual property	What intellectual property needs to be protected?	Patent, copyright, or trademark information (e.g., conducting intellectual property searches, consulting legal professionals, and registering trademarks)
		What strategies can be implemented to safeguard intellectual property?	Legal guidance and industry regulations (e.g., staying updated on relevant laws, regulations, and compliance requirements)
9	Innovation and Adaptability: Foster continuous product development and adaptability	How can a culture of innovation be fostered?	Research on emerging technologies and market trends (e.g., monitoring industry publications, attending conferences, and collaborating with research institutes)
		How can adaptation to changing market needs be achieved?	Customer feedback and market analysis (e.g., analyzing customer feedback, preferences, and market trends to identify opportunities and challenges)

CONSIDERATION		QUESTIONS	DATA INPUTS
1	Cost Analysis: Evaluate production and operational costs	How should production and operational costs be evaluated?	Cost data and analysis (e.g., financial reports, cost breakdowns, and cost accounting methods)
		What factors should be considered when determining the cost structure and pricing?	Overhead costs and cost allocation (e.g., expense reports, allocation methodologies, and budgeting data)
2	Value Perception: Align price with perceived value	How can price be aligned with perceived value?	Customer research on value perception (e.g., focus groups, surveys, and conjoint analysis to understand customer perceptions of value)
		What are the unique value propositions?	Market positioning and competitive analysis (e.g., SWOT analysis, competitor profiling, and market share data)
3	Competitive Analysis: Assess competitors' pricing strategies	How can the pricing strategies of competitors be assessed?	Competitor pricing information (e.g., price lists, competitor advertisements, and pricing databases)
		How is the market share and positioning identified?	Competitor product offerings and pricing strategies (e.g., product catalogs, market research reports, and competitor pricing strategies)

CONSIDERATION		QUESTIONS	DATA INPUTS
4	Pricing Objectives: Establish clear pricing objectives	What clear pricing objectives should be established?	Business goals and market positioning (e.g., strategic plans, mission statements, and market positioning statements)
		How can pricing strategies be defined for different customer segments?	Market research on customer preferences and price elasticity (e.g., market surveys, preference tests, and price sensitivity studies)
5	Pricing Models: Consider various pricing models	What are the various pricing models that can be considered?	Analysis of different pricing approaches and their suitability (e.g., comparative analysis, case studies, and pricing strategy evaluations)
		How should the most appropriate pricing model be selected?	Industry benchmarks and best practices (e.g., industry reports, trade association data, and industry conferences)

CONSIDERATION		QUESTIONS	DATA INPUTS
6	Pricing Flexibility: Assess flexibility to accommodate different needs	How flexible is the organization to accommodate different customer needs?	Market dynamics and demand fluctuations (e.g., market trend reports, sales data analysis, and demand forecasting models)
		How can pricing strategies be developed for customization?	Customer feedback and preferences (e.g., customer feedback forms, online reviews, and feedback analysis)
7	Pricing Psychology: Understand customer psychology and price sensitivity	How is customer psychology and price sensitivity understood?	Behavioral economics research and studies (e.g., academic research papers, behavioral economics journals, and experiments)
		How can psychological pricing tactics be applied?	Consumer surveys and experiments (e.g., survey questionnaires, experimental designs, and consumer response data)

CONSIDERATION		QUESTIONS	DATA INPUTS
1	Market Segmentation: Identify and segment the target market	How are distinct customer segments identified?	Market research and customer data (e.g., market research reports, customer surveys, and CRM data)
		How is the attractiveness and viability of each segment evaluated?	Demographic, psychographic, and behavioral information (e.g., demographic data, lifestyle surveys, and behavioral tracking data)
2	Distribution Channels: Select suitable channels for product distribution	What are the appropriate distribution channels to select?	Market analysis and channel research (e.g., market reports, channel analysis studies, and competitor channel assessments)
		How is the performance and effectiveness of distribution channels assessed?	Sales data and customer feedback (e.g., sales reports, customer satisfaction surveys, and feedback forms)
3	Geographic Coverage: Assess the scope of distribution (local, regional, national, international)	How are the target geographic regions determined?	Market potential and regional demand (e.g., market size reports, regional economic data, and demand analysis)
		What opportunities and limitations exist for expansion?	Geographic market data and competitive analysis (e.g., geographic market studies, competitive benchmarking, and market share analysis)

	CONSIDERATION	QUESTIONS	DATA INPUTS
4	Inventory Management: Efficiently manage stock levels and logistics	How should inventory levels and replenishment strategies be set?	Demand forecasting and sales data (e.g., demand forecasting models, sales trend analysis, and historical sales data)
		How can inventory turnover and carrying costs be optimized?	Supply chain data and inventory analytics (e.g., supply chain reports, inventory management systems, and demand-supply analysis)
5	Channel Relationships: Build strong partnerships with distribution partners	Who are potential partners and intermediaries that should be considered?	Market research and partner evaluations (e.g., market research studies, partner evaluation criteria, and partner performance assessments)
		How can effective channel relationships be established and managed?	Partnership agreements and performance metrics (e.g., partnership contracts, key performance indicators, and partner performance data)
6	Physical Presence: Establish physical locations for customer engagement	What factors should be considered when selecting physical store or office locations?	Market demographics and footfall analysis (e.g., demographic reports, foot traffic data, and retail analytics)
		How should space requirements and associated costs be assessed?	Lease agreements and real estate market data (e.g., lease contracts, real estate market reports, and rental price analysis)

CONSIDERATION		QUESTIONS	DATA INPUTS
7	Online Presence: Optimize online channels for product visibility and sales	How is an online presence strategy developed?	Market trends and consumer behavior online (e.g., trend reports, consumer behavior studies, and online analytics)
		How can website usability and functionality be optimized?	Web analytics and user feedback (e.g., website analytics data, user feedback forms, and heatmapping analysis)
8	Customer Convenience: Ensure convenient access, delivery, and support	How can accessibility and convenience be enhanced for customers?	Customer feedback and preferences (e.g., customer feedback surveys, preference surveys, and feedback analysis)
		How can multiple sales and service channels be offered?	Customer journey mapping and user experience analysis (e.g., customer journey mapping exercises, user experience testing, and data analysis)

CONSIDERATION		QUESTIONS	DATA INPUTS
1	Target Audience: Identify the specific audience to target	Who is the target audience for marketing efforts?	Market research and customer segmentation (e.g., market research studies, customer segmentation models, and target audience analysis)
		What specific goals and objectives should the marketing efforts aim to achieve?	Business goals and market analysis (e.g., business strategy documents, market analysis reports, and goal-setting exercises)
2	Marketing Objectives: Establish clear goals for promotional activities	How can compelling messages be crafted and a strong brand positioning be established?	Competitive analysis and unique selling points (e.g., competitor analysis reports, unique selling point identification, and market differentiators)
		Which marketing channels are most suitable for reaching the target audience?	Market research on channel preferences and effectiveness (e.g., channel preference surveys, effectiveness studies, and customer channel behavior analysis)
3	Message and Positioning: Craft compelling messages and unique positioning	What strategies should be developed for advertising and public relations?	Media consumption habits and advertising trends (e.g., media consumption surveys, advertising trend reports, and media analytics)
		How can effective sales promotion activities be planned and executed?	Sales data and market analysis (e.g., sales reports, market analysis studies, and market performance metrics)

	CONSIDERATION	QUESTIONS	DATA INPUTS
4	Marketing Channels: Select appropriate channels to reach the target audience	What strategies should be implemented for online marketing activities?	Digital marketing trends and best practices (e.g., digital marketing trend reports, best practice guides, and industry research)
		How can valuable content be created and distributed to engage the target audience?	Content strategy and target audience analysis (e.g., content strategy documents, target audience analysis reports, and content performance metrics)
5	Advertising and Public Relations: Develop advertising campaigns and PR strategies	How can a strong social media presence be established and maintained?	Social media analytics and audience insights (e.g., social media analytics data, audience insights reports, and social media listening)
		Who are the relevant influencers that can be partnered with to enhance the brand?	Influencer research and audience alignment (e.g., influencer research reports, audience alignment exercises, and influencer marketing performance metrics)
6	Sales Promotion: Plan and implement sales promotions and incentives	How can effective publicity events and activities be planned and executed?	Event planning and industry trends (e.g., event planning documents, industry trend reports, and event performance metrics)
		How should financial resources be allocated for marketing initiatives?	Financial planning and budget analysis (e.g., financial planning documents, budget analysis reports, and financial performance data)

CONSIDERATION		QUESTIONS	DATA INPUTS
7	Digital Marketing: Utilize online channels for promotion and engagement	Which online channels are most effective for promoting and engaging with the target audience?	Market research on target audience demographics and preferences (e.g., surveys, focus groups)
		What type of content and messaging will resonate with the target audience on online channels?	Competitor analysis of online channels and their content strategies
8	Content Marketing: Create valuable and relevant content to attract and engage	What topics and themes should the content focus on to attract and engage the audience?	Audience research to understand interests and preferences (e.g., user surveys, social listening)
		Which content formats (e.g., blog posts, videos, infographics) are most effective for reaching and engaging the target audience?	Content trends and best practices (e.g., industry reports, competitor analysis)
9	Social Media: Leverage social media platforms for promotion	Which social media platforms are most relevant and popular among the target audience?	Social media demographics and usage statistics (e.g., platform insights)
		What strategies and tactics can be employed to effectively promote and engage the target audience on social media platforms?	Competitor analysis of social media presence and performance (e.g., follower count, engagement metrics)

CONSIDERATION		QUESTIONS	DATA INPUTS
10	Influencer Marketing: Partner with influencers to endorse the product	How can suitable influencers who align with the target audience and brand values be identified?	Influencer research tools and platforms (e.g., influencer marketing platforms)
		What criteria should be used to select and evaluate potential influencers for endorsement partnerships?	Audience demographics of potential influencers, past collaboration success metrics (e.g., engagement rates, campaign performance)
11	Publicity and Events: Generate publicity through media coverage and events	Which media outlets and events are most relevant and influential for garnering publicity?	Media landscape analysis, target audience reach of media outlets (e.g., circulation, viewership)
		What strategies and tactics can be used to effectively engage media outlets and secure coverage for the product or event?	Event planning and industry trends (e.g., trade shows, press conferences)
12	Marketing Budget: Allocate resources and budget for promotional activities	How can the optimal allocation of resources and budget for different promotional activities be determined?	Financial data and budget analysis
		What criteria should be considered when prioritizing and allocating resources and budget to different promotional initiatives?	Marketing goals and objectives, cost-benefit analysis of promotional activities

About IDC

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