

## SAMPLE CLIENT GTM PLAN

CATEGORY	TASK	DETAIL
<b>Website Development</b>	Update design	More modern with better UI
	Redo copy	Focus more on benefits and the "why"
	Case studies	Redo with better format
	Testimonials	Gather from current clients
	GA4	Set up once new site launched
	SEO	After site is ready- update tags and titles
<b>Email Platform</b>	Workflows	Build funnels and segment by audience
	Messages	Build emails and scripts
<b>Lead Magnet</b>	Develop New Guide	Finalize topics based on prospect problems
		Plan, develop, write, design
		Landing page for lead gen and website
		Build follow-up funnel
<b>Offers</b>	Plan and test offers	Create a matrix of offers to test in marketing
		Landing Pages for each offer
<b>Video</b>	Video Plan for marketing	Explainer, Leadership, Social Ad Plan
		YouTube
<b>Lead Generation</b>	Inbound	Facebook /Instagram
		LinkedIn
		Online Trade Journals
		Content Syndication
		Online Display & Retargeting
	Outbound	Warm up new domain
		Build Lists from List Broker
		Segment Lists by Category
		Set Up Cold Email platform and SMTP
		LinkedIn Outreach for appointments
	Directories	Optimize online listings (i.e. G2, Capterra)
		Research online product directories
	Influencer	Build plan to extend message reach
		Podcasts, guest blogging, influencer marketing
		Affiliate opportunities
	Paid Search	Build and manage campaigns
	<b>Consumer Media if B2C</b>	Television Media Buy
Radio Media Buy		Streaming, On-Air, Satellite
Out of Home		Billboard, Transit, Signage
<b>Other</b>	Chat Bot	Implement
	Popup Lead Gen Widget	Implement
	Blogs	Content Plan and frequency strategy
	Social Media	Platform and content sharing strategy
	Partnerships	Research partners- consult on platforms
	Viral and Referral Plan	Manage Viral Plan
<b>Tracking</b>	Set up GA4 on website	Track events and conversions
	Set up media and source tracking	Calls, texts, vanity URLs, form completions
	Set up custom reports	