



Go To Market (GTM) Strategy

By SpreadMe Digital

CAMPAIGN COMPONENTS

- Strategy/Tactics
- Audience/ Buyer Journey
- Content Plan
- Keywords Plan
- Management System



STRATEGY / TACTICS

Brand/Messaging

Create a seamless and coordinated digital brand presence for PTI.

- Deploy website that is visually appealing and easy to navigate.
- Create assets that engage & provide a clear customer journey for customers.
- Develop content that is interesting and contains relevant and valuable information for customers.

Driving Traffic:

Deploy an Organic & PPC campaign that drives new traffic and new customers to PTI.

- Improve organic search results (SEO/SERP) over time (monthly tracking)
- Test Google Ads campaign (real-time tracking)
- Set limits on daily/weekly/monthly budgets to cap expenditures.

Management System

Implement system that monitors all paid/free search programs, provides real-time tracking of all critical variables, and allows for rapid adjustments in strategy.

Content Strategy

Develop content appropriate for each stage of the buyer's journey

Buyer's Journey

Create an effective buyers' journey that improves customer engagement and leads to increased sales.

- Each stage meets best practices for method, mode, and content driving greater buyer engagement

AUDIENCE TARGET

WHO ARE THEY

Parents

Parents of Toddlers, Preschoolers, Grade-Schoolers, and Teens.

Education

Advanced Degree
Bachelor's Degree
High School Graduate

INTERESTS & HABITS

Banking & Finance

Lifestyles & Hobbies

- Business Professionals
- Family-Focused
- Frequently Attends Live Events

Business Travelers

ACTIVELY RESEARCHING

- Business Financial Services
- Business Technology
- Accounting & Finance
- Financial Planning
- Investment Services
- Tax Preparation Services & Software
- Accounting Software
- Business & Productivity Software

BUYER JOURNEY & ACTIONS

Organic search is top of funnel



Awareness

PPC engages customers when they are closer to making a purchase



Interest



Consideration



Conversion

Retention

Content used throughout journey

Website content, Article posts, Company and proces video

Infographic, Newsletter, User template Email, Social media, Blog, PPC Ads

Case study, Testimonials, FAQ Email, Demo Video, Social Media, PPC Ads

Social Media, Email, Time limited offers, PPC Ads

User group content, First look new features, Customer newsletters

KEYWORDS RESEARCH & PLAN

Keywords	Volume	Ad Comp.	Bid (Approx)
best site for stock analysis	90	0.32	\$3
best stock analysis tools	110	0.35	\$4
stock momentum indicator	170	1	\$10
best technical indicators for stocks	90	0.12	\$1
stock charts technical analysis	390	0.34	\$2
best stock analysis website	260	0.22	\$3
best exchange traded funds	90	0.27	\$4

Continue...

KEYWORDS RESEARCH & PLAN

Keywords	Volume	Ad Comp.	Bid (Approx)
stock market chart analysis	30	0.12	\$2
best site for stock charts	70	0.27	\$3
stochastic stock chart	70	0.07	\$2
best stock chart indicators	40	0.06	\$3
chart reading in stock market	50	0.06	\$3
stochastic stock indicator	50	0.06	\$2
chart patterns technical analysis	110	0.28	\$3

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Let's talk!



Thank you!

We look forward to working with you.

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