WHAT GO-TO-MARKET (GTM) REALLY MEANS

and why it isn't just marketing

SWIPE TO READ MORE



GO-TO-MARKET ISN’T JUST A CAMPAIGN

It’s aligning an entire business behind one customer outcome

PEOPLE OFTEN THINK GTM STARTS HERE...

SOCIALS

EMAIL

EVENTS

WEBSITE

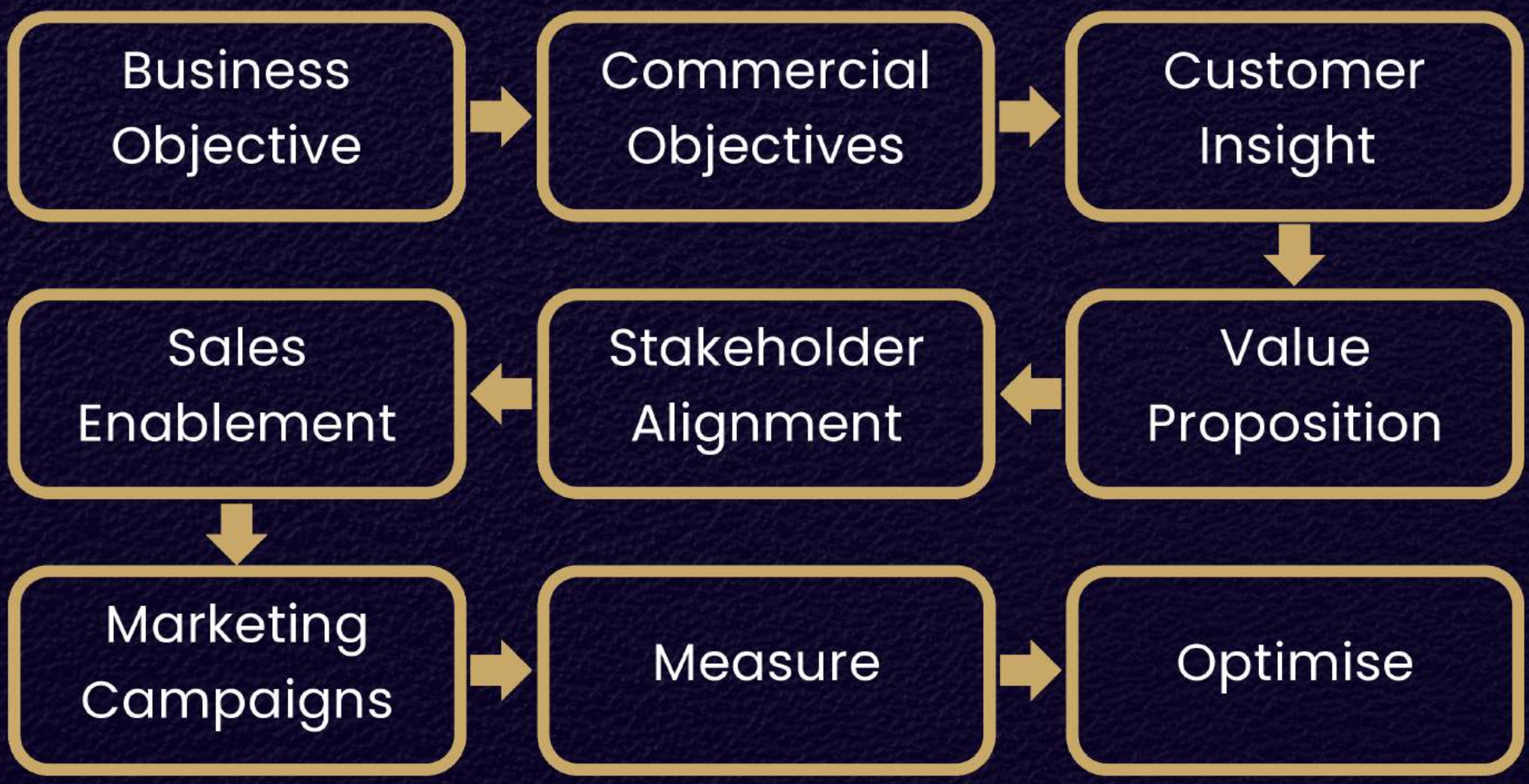
Marketing isn’t where GTM begins. It’s where it becomes visibile.

EVERY GTM STRATEGY STARTS WITH ONE QUESTION

"What business problem are we trying to solve?"

Everything else comes afterwards.

HERE'S HOW I NATURALLY APPROACH GTM



HAMMER DISTRIBUTION REBRAND

A REBRAND ISN'T JUST A VISUAL EXERCISE

The real challenge was aligning:

- **Leadership**
- **Commercial**
- **Sales**
- **Marketing**
- **Regional teams**

Around one positioning, one story and one value proposition before launching it.

ENTERPRISE SUMMIT 2025

THIS WASN'T SIMPLY ORGANISING AN EVENT

It started with three commercial objectives:

→ Strengthen customer relationships

→ Deepen vendor engagement

→ Create new commercial opportunities

Marketing, Sales, Commercial and 30+ vendors all aligned behind one commercial objective.

BASINGSTOKE TOWN FC

GO-TO-MARKET ISN'T JUST FOR GLOBAL BUSINESSES

We're aligning:

- **Brand positioning**
- **Volunteer recruitment**
- **Sponsorship strategy**
- **Community engagement**
- **Matchday marketing**
- **Fan communications**

Every initiative supports one long-term vision for the club.

THE POST BOX

GO-TO-MARKET ISN'T JUST MARKETING

My contribution included:

- **Audience definition**
- **Brand strategy**
- **Logo & identity**
- **Positioning**
- **Go-To-Market strategy**
- **Launch execution**

Every element supported one compelling customer proposition.

THE BIGGEST THING I'VE LEARNT

Go-To-Market isn't a checklist... It's a way of thinking.

Every successful project I've worked on started with the same question...

"What business problem are we trying to solve?"

Everything else aligned