



Go-to-Market Strategy & ICP Definition

A Top7 CMO Service • PROJECT

A clear definition of who you sell to and how you reach them, grounded in real market and customer research. You focus your spend and effort on the customers most likely to buy.

HOW IT WORKS

1. Research market & customers
2. Define the ideal customer profile
3. Build the go-to-market plan
4. Align sales & marketing to it

VALUE TO YOU

- Focus on the customers most likely to buy
 - A GTM plan the whole team can execute
 - Less wasted spend chasing the wrong audience
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Let's talk about your growth engine. info@top7llc.com | www.top7llc.com