

A strong go-to-market (GTM) strategy is important to the success of a new solution. The ISV GTM Guide provides detailed guidance, best practices, and resources to help navigate the GTM process. Use the following **ten key takeaways** from the guide to get started. See the Takeaways document and resource links at [aka.ms/gtmresources](https://aka.ms/gtmresources).



## Pre-launch planning

- 1 Register for programs and tools**
  - ✓ [Microsoft Partner Network](#): Partner with Microsoft to help expand your business
  - ✓ [Smart Partner Marketing](#): Evaluate your marketing readiness
  - ✓ [Microsoft GTM Services](#): Plan marketing strategy, co-marketing, and co-selling
  
- 2 Optimize your store presence**
  - ✓ Create a succinct and descriptive title
  - ✓ Manage rating and reviews
  - ✓ Provide a short informational video
  - ✓ Use screenshot with callouts with key value propositions
  
- 3 Publish your solution to Microsoft marketplaces**
  - ✓ [Validate](#) your new submission
  - ✓ [Update](#) your solution in the Office Store



## Launch

- 4 Use your digital channels**
  - ✓ Create dedicated product website
  - ✓ Showcase blogs, posts, and articles
  - ✓ Use community pages on Facebook, twitter, and YouTube
  - ✓ Build a product walkthrough video
  - ✓ [Use](#) Store badges on your website to drive traffic



## Launch (continued)

- 5 Drive customer awareness with targeted campaigns**
  - ✓ Run targeted email campaigns
  - ✓ Identify existing customers to build case studies
  - ✓ Target adoption and integration with existing Office customers
  - ✓ Run MX record lookup add-in (located in store.office.com) and conduct targeted email campaigns to potential users
  
- 6 Utilize campaign tracking**
  - ✓ Use unique campaign ID's
  - ✓ [Measure](#) the number of users
  - ✓ Identify pilot or early adoption customers to highlight key success quotes for your campaigns
  
- 7 Enable awareness of centralize deployment**
  - ✓ [Verify](#) customers' compatibility with the Deployment Compatibility add-in
  - ✓ [Enable](#) customers to centrally deploy your application throughout their organization



## Monitor and manage app lifecycle

- 8 Monitor and manage your solution in the Seller dashboard**
  - ✓ Verify successful adoption of deployed add-ins using our Office 365 Admin Dashboards
  - ✓ [Track](#) usage and deployment statistics
  - ✓ [Update](#) your solution in the Office Store
  
- 9 Set up lead generation in AppSource**
  - ✓ Set up and enable leads to funnel directly into your CRM from [AppSource](#)
  
- 10 Run telesales or other outreach campaigns to continue driving demand**
  - ✓ Utilize [leads](#) from AppSource and other marketing activities to run targeted campaigns