Go-To-Market Strategy in Web3

Week 10

In this module

1. **What is a GTM strategy?**
2. **GTM framework**
3. **From framework to moves**
4. **Don't guess. Measure.**

1

What is a GTM strategy?

What's GTM anyway?

GTM is a plan for how you engage with users to get them to try, use, and stick with your product.

It's about **getting your product in front of the right people**.
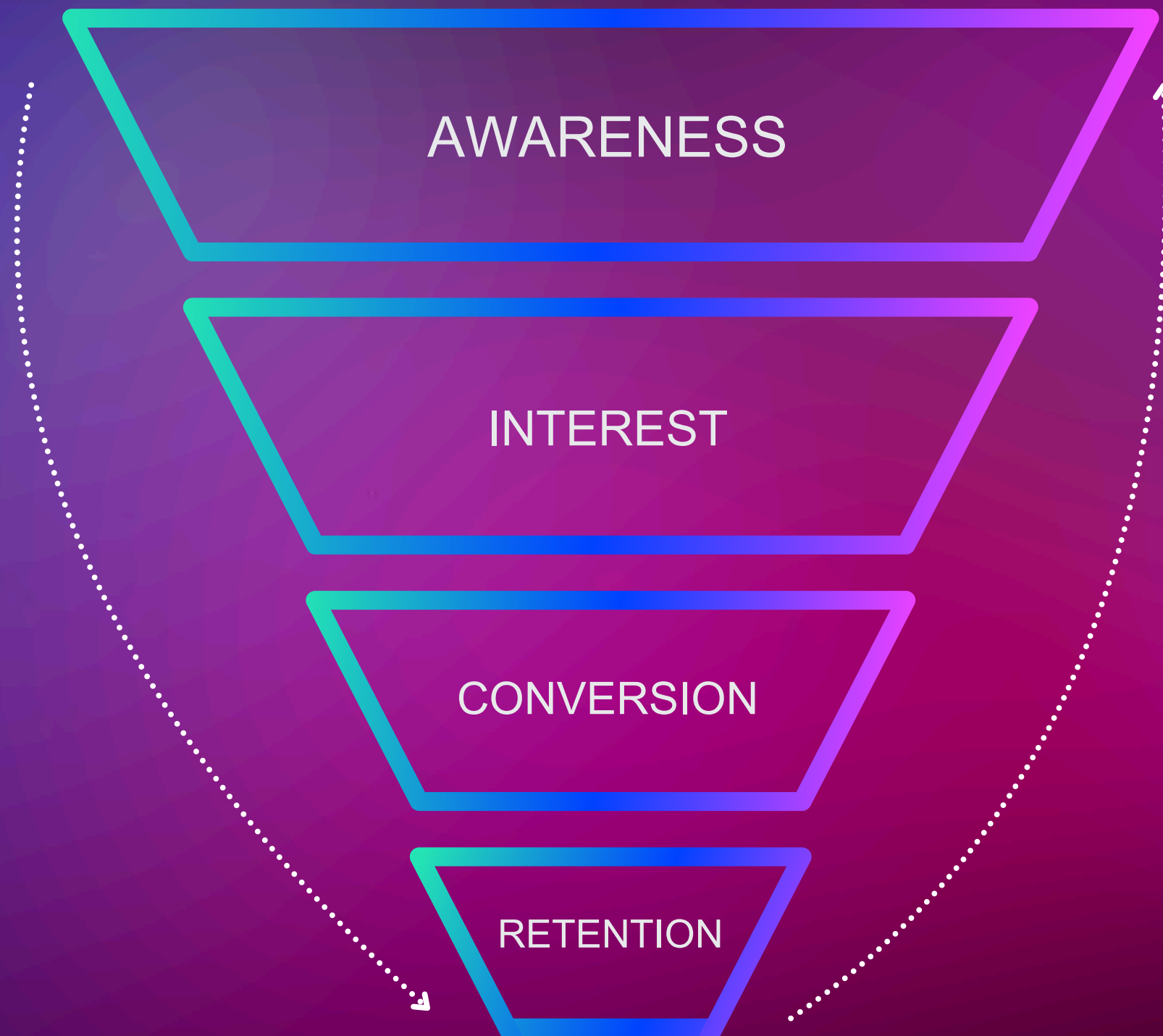
PMF gives you clarity. GTM gives you reach.

PERIODT.

2

GTM framework

If it's not cross-functional, it's not GTM

Loop, not checklist

USER ACQUISITION FUNNEL

AWARENESS

INTEREST

CONVERSION

RETENTION

PROJECT/PRODUCT LIFE-CYCLE

👀 **PRE-LAUNCH**

Craft your USP; tell your story; build credibility.

🚀 **LAUNCH**

Run campaigns; activate users; drive momentum.

👥 **POST-LAUNCH**

Track what worked; retain; refine; repeat.

3

From framework to moves
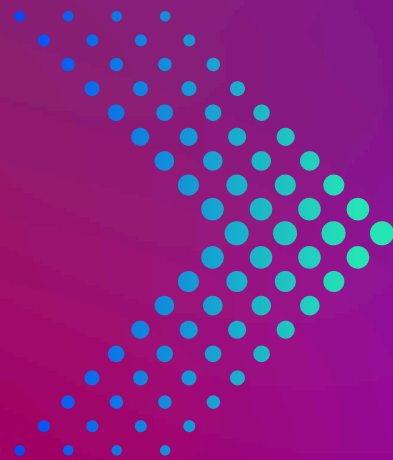
1.1 Position, or be positioned

Positioning is not marketing fluff. If you don't define who you are, the market will do it for you.

WHY

Why does your project exist?

Why does it matter?

Why you?

Why now?

Define your USP

Assess PMF

Run a competitor analysis

Analyze trends. Ride momentum.

1.2 Different paths: choose wisely

RED OCEAN

You're entering an existing, crowded market.

- **Goal**: rearrange the ladder to lead
- **How**: tell a story the market hasn't heard yet
- **Example**: Solana reframed the L1 race

Compete on your own terms.

BLUE OCEAN

You're creating a whole new category.

- **Goal**: make it feel inevitable
- **How**: educate on the shift
- **Example**: Celestia's modularity

Own the frame, own the outcome.

Rewrite the rules or bend existing ones in your favor.
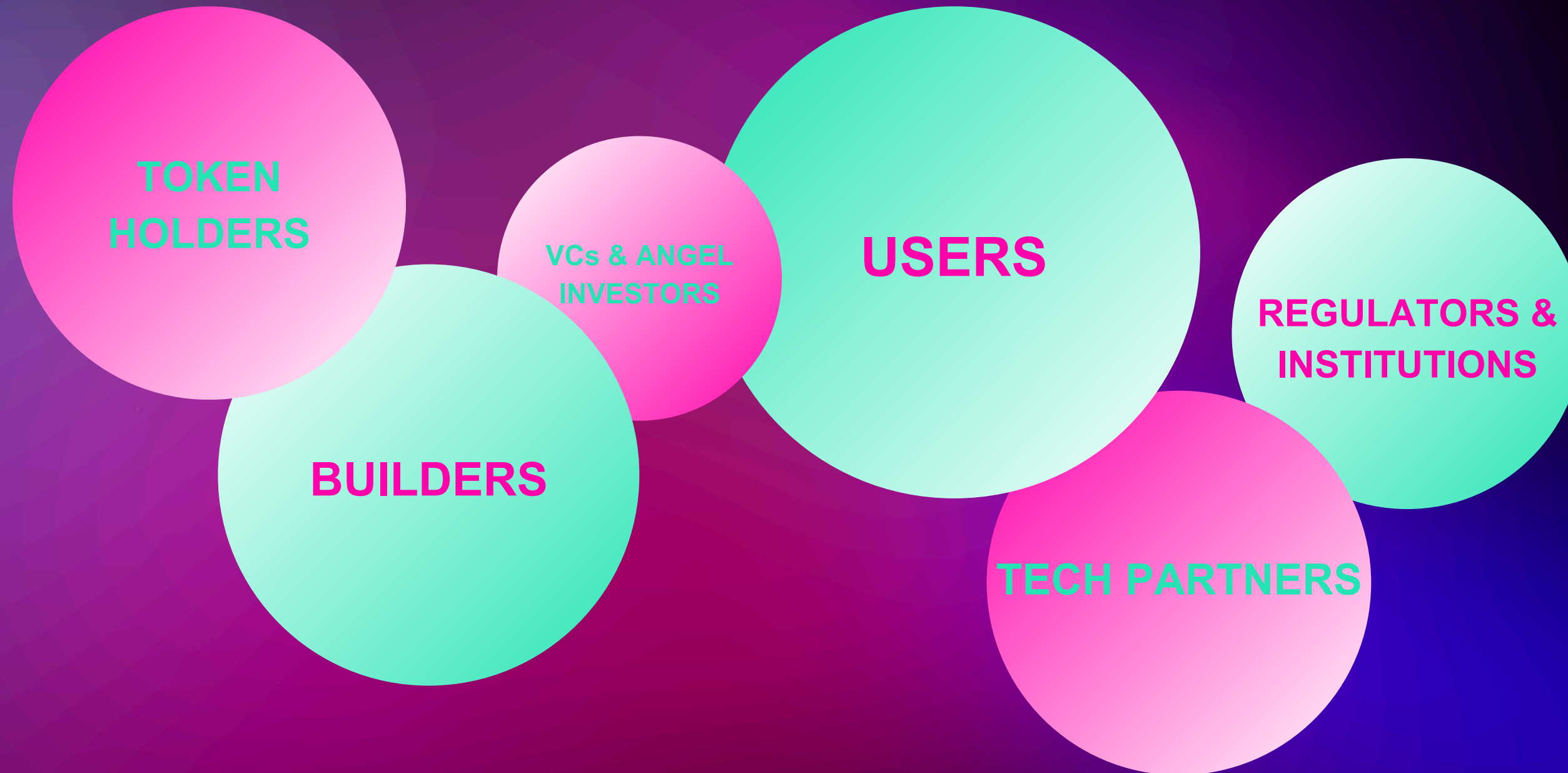
2.1 Know your audience

WHO

> *Everyone is not your customer*
>
> - Seth Godin -

2.2 Community > users

A Web3 community is *not* a userbase. You're talking to different stakeholders.

WHO

TOKEN HOLDERS

VCs & ANGEL INVESTORS

USERS

REGULATORS & INSTITUTIONS

BUILDERS

TECH PARTNERS

Each one needs a reason to care.

3.1 From positioning to branding

Positioning is rational. Branding is emotional.
You need both.

In the **WHY**, you shaped your **Unique Selling Proposition**.
Now it's time to turn that into **a story people care about**.
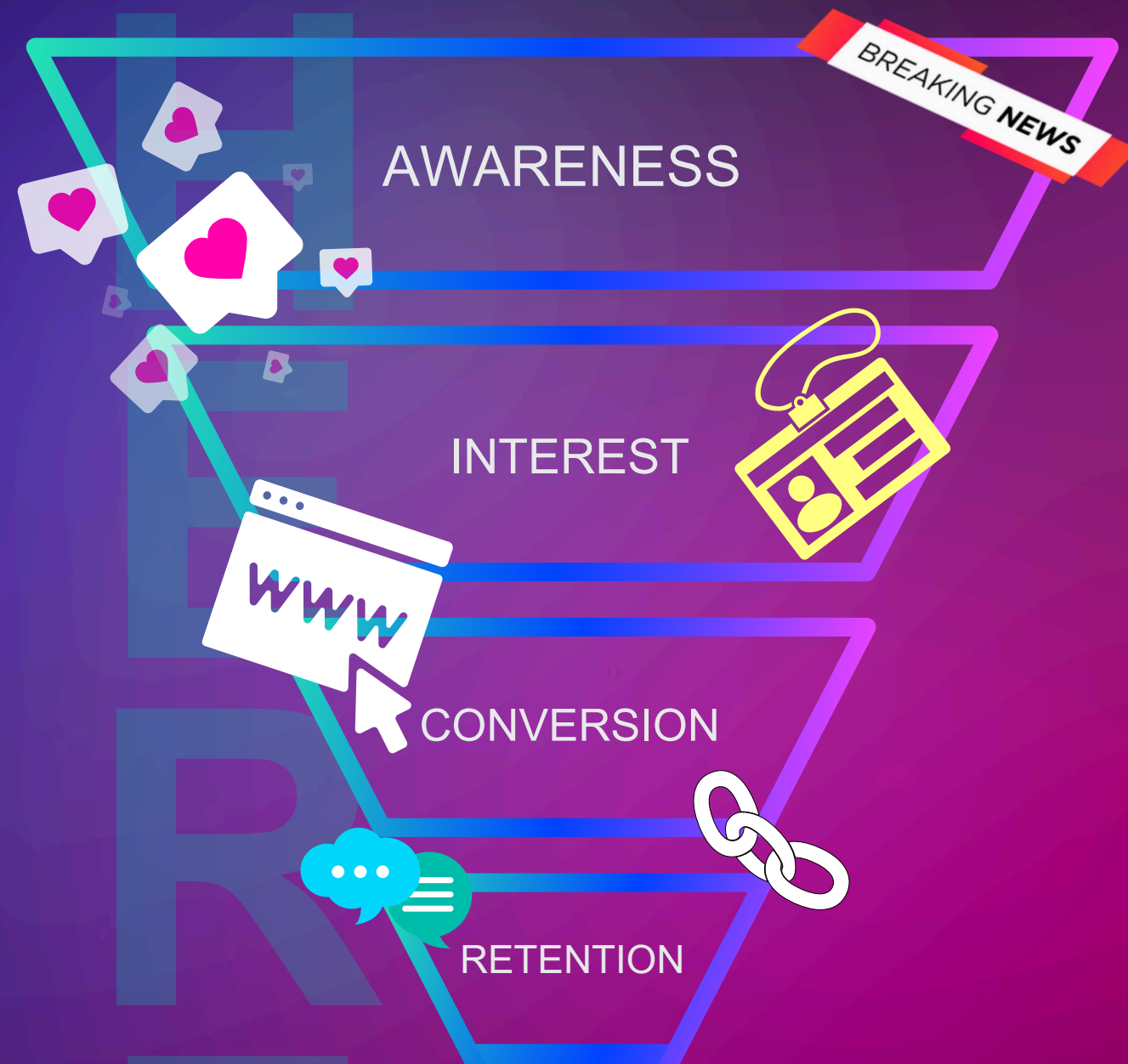
3.2 Messaging & narrative

W
H
A
T

Craft a message that:
- Clearly delivers your **value proposition**
- Makes your difference **impossible to ignore**
- Hits where your target audience **feels it**
- Stays consistent and **authentic**

✕ not "5GB of storage"
✕ not "MP3 support"

4. If no one sees it, it doesn't exist

AWARENESS

INTEREST

BREAKING NEWS

www

CONVERSION

RETENTION

Content is king. Distribution is the kingdom.

You don't need to be everywhere - but you do need to show up where it matters.

Find where your audience is, activate the right channels and **tailor the content to match your funnel stage.**

don't forget to look onchain

5. Strategy maps it. Execution moves it.

Your GTM plan comes to life through what you actually put in front of people. That's where **campaigns** and **tactics** come in.

AWARENESS

- Social media
- PR & earned media
- SEO
- KOL collabs

INTEREST

- Product demos / tutorials
- Whitelist campaigns
- AMAs
- Strategic partnerships

CONVERSION

- Onboarding quests
- In-App notifications
- Incentive campaigns
- Ambassador Programs

RETENTION

- Referral programs
- Community challenges
- Ambassador Programs

These are just examples.
There's not a one-size-fits-all.

6. Timing is everything

WHEN

Even the perfect GTM flops if the timing's off.

Ask

- What trends are shaping the market right now?
- Why GTM now (and not later)?
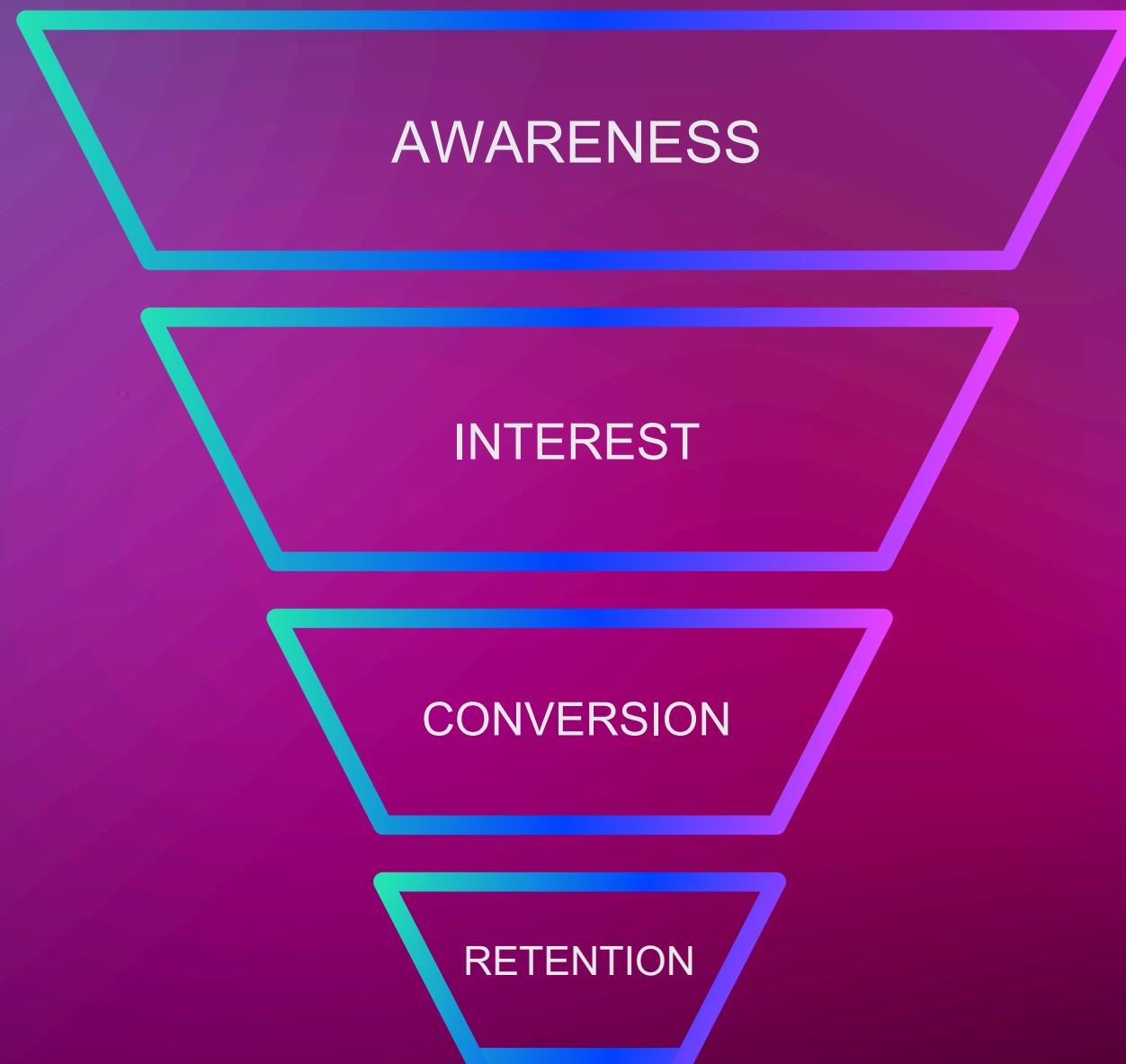- Is your team and product actually ready?

Don't guess. Measure.

Make KPIs Great Again

What you measure is what you improve. What you improve is what you scale.

USER ACQUISITION FUNNEL

AWARENESS

INTEREST

CONVERSION

RETENTION

KPIs

Mindshare

Community & Social Growth / Website traffic

Signups / txns / deposits / mints

Referred users / Churn rate / Retention rate

Done with the strategy.
Now ship it like you mean it.

See you in our Discord!