Go-To-Market Monitor

Instructions	
Step 1	List down your enterprise's product and/or service items and recall your target customer group.
Step 2	First, list the allocated budget for each marketing channel, there can be multiple marketing channels online or offline. Second, determine the overall target (including sales leads and new acquisitions) per channel for the 6 months. Third, list the total target for all marketing channels in the next 6 months. In case of multiple sales/marketing channels for a product please feel free to add rows.
Step 3	Once you have selected the products and the online marketing channels based on the target customer, in Step 3 you will track the budget, leads, revenue and new acquisitions for each month. Once the details about each marketing channel is filled, you can refer to the Baseline column for the equations in each cell to conduct a comparative analysis of the cost-benefits of each marketing channel.

Step 1

Identify which product/service items are ready to Go-To-Market based on the target customer market

Product/Service Items	Target Customer Market	USP of the Product

Step 2

Develop marketing budget and target

	Allocated Budget (marketing channel as a new enterprise in the 1st 6 months)		**Overall Target** (Audience reached per channel in 6 months)			
			Sales Lead		**New Acquisitions**	
Marketing Channel A:						
Marketing Channel B:						
Marketing Channel C:						
	Total allocated budget for all marketing channels		**Total sales lead target for all marketing channels in 6 months**		**Total new acquisitions target for all marketing channels in 6 months**	

Step 3

Once you have selected the products and the marketing channels based on the target customer, in Step 3 you will track the budget, leads, and new acquisitions for each month.

Revenue Channels	Details	Baseline	Month-1	Month-2	Month-3	Month-4	Month-5	Month-6
Channel-A	What is the primary channel?	Example- Facebook						
Total Budget of Channel A	Associated Cost and Budget Allocation to Channel A	3000						
# of leads generated from Channel A	Total Leads of channel A	200						
# of leads converted from Channel A	Total New Acquisition from channel A	50						
Channel-B	What is the secondary channel?	Example- TV advertisements						
Total Budget of Channel B	Associated Cost and Budget Allocation to Channel B	2000						
# of leads generated from Channel B	Total Leads of channel B	100						
# of leads converted from Channel B	Total New Acquisition from channel B	20						
Channel-C	What is the tertiary channel?	Example- Door-to-door marketing						
Total Budget of Channel C	Associated Cost and Budget Allocation to Channel C	1000						
# of leads generated from Channel C	Total Leads of channel C	80						
# of leads converted from Channel C	Total New Acquisition from channel C	15						
Total accumulated outcome for all marketing channels								
	% of customer that ordered in channel A	58,82	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	% of customer that ordered in channel B	23,53	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	% of customer that ordered in channel C	17,65	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
# of New customer acquired	Conversion from Channel A+Channel B+Channel C	85	0	0	0	0	0	0
Average Order Value	Revenue divided number of orders. This is the average amount of money each customer spends per transaction.	120						
Average Revenue per user	Total revenue per month divded by the number of users.	600						
# of purchase per customer per month	Frequency of order per customer/per month	5						
# of orders per month	Purchase frequency * Customer Acquired	425						
Total Budget expense per month	Budget of Channel A+ Channel B+ Channel C	6000	0	0	0	0	0	0
Total Revenue per month	# of order per month * Avg order value	51000	0	0	0	0	0	0
Avg Customer Acquisition Cost	Total budget expense/# of new customer acquired	70,59	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!