



## Go to Market

Date: 14-06-2021 to 16-06-2021

Resource Person:

**Dr. Pramod Kumar Patjoshi**

Centurion University of Technology and Management

No. of Participants: 25

### Report

A go-to-market (GTM) strategy is a comprehensive plan businesses use to bring a new product or service to market. Designed to mitigate the risk inherent in the introduction of a new product, a typical GTM strategy includes target market profiles, a marketing plan, and a concrete sales and distribution strategy.

The five pillars are **product analysis, product messaging, the sales proposition, marketing strategy and the sales strategy**. As you will see, there are good reasons to address each in this order.

1. Identify your buying team and personas. ...
2. Use a value matrix and identify messaging. ...
3. Test your messaging. ...
4. Continuously optimize your ads. ...
5. Scale ads that work. ...
6. Pick a sales strategy (or more than one). ...
7. Build brand awareness and generate demand. ...
8. Support prospects throughout the buyer's journey.

A go-to-market roadmap is **a visual representation of the work you want to accomplish for your launch and the timeline for when you will get there**. The purpose of a go-to-market roadmap is to capture and coordinate the timing of all the cross-functional activities required to release a new customer experience.

Photograph of the session on GO TO MARKET





**Brochure of the event on GO TO MARKET**



**WORKSHOP ON  
GO TO MARKET**

**Date: 14-06-2021 to 16-06-2021**

*Organised by :*  
Centurion University of Technology and Management

**RESOURCE PERSON**  
**Dr. Pramod Kumar Patjoshi**  
Associate Professor (Finance) in the School of Management, Centurion  
University, and Management, Bhubaneswar

centurion university of technology and management  
*Shaping Lives... Empowering Communities...*

**No. of Participants**

1	Dr. Nitesh Dhar Badgayan	Asst. Professor
2	Prajna Paramita Debata	Asst. Professor
3	Babuli Kumar Jena	Asst. Professor
4	Dilip Kumar Mohanta	Asst. Professor
5	Dr. Kapileswar Mishra	Professor
6	Dr. Kamal Kumar Barik	Associate Professor
7	Dr. Siba Prasad Mishra	Associate Professor
8	Sagarika Panda	Asst. Professor
9	Snigdha A Sanyal	Asst. Professor
10	Sadhana Devi	Asst. Professor
11	Vignesh M.	Asst. Professor
12	Mr. Vignesh	Assistant Professor
13	Dr. Sujata Chakravarty	Professor & HOD
14	Dr. Sangram Keshari Swain	Associate Professor
15	Dr. Sabyasachi Mohanty	Associate Professor
16	Dr. P Annan Naidu	Asst. Professor
17	Dr. Bhabendu Kumar Mohanta	Asst. Professor
18	Sasmita Kumari Nayak	Asst. Professor
19	Manoj Kumar Behera	Asst. Professor
20	Mamata Garanayak	Asst. Professor
21	Suwendu Kumar Nayak	Asst. Professor
22	Shivani Nanda	Asst. Professor
23	Raj Kumar Mohanta	Asst. Professor

24	Rakesh Kumar Ray	Asst. Professor
25	Shreela Dash	Asst. Professor



Prabhat K. Pattnaik  
FDP Coordinator



Dr. Prasanta Ku. Mohanty  
Dean Academic