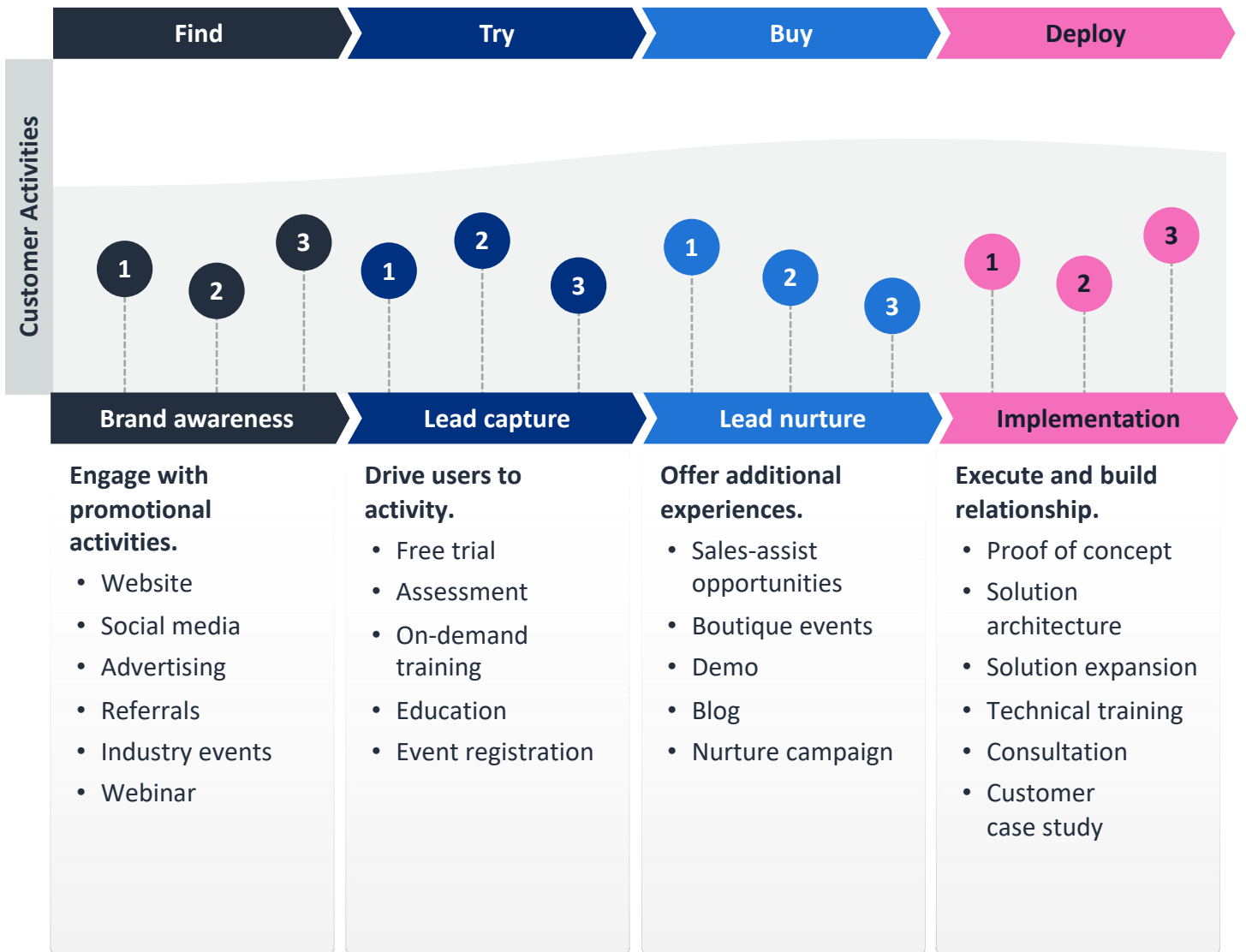


Campaign Asset Plan

Customer journey

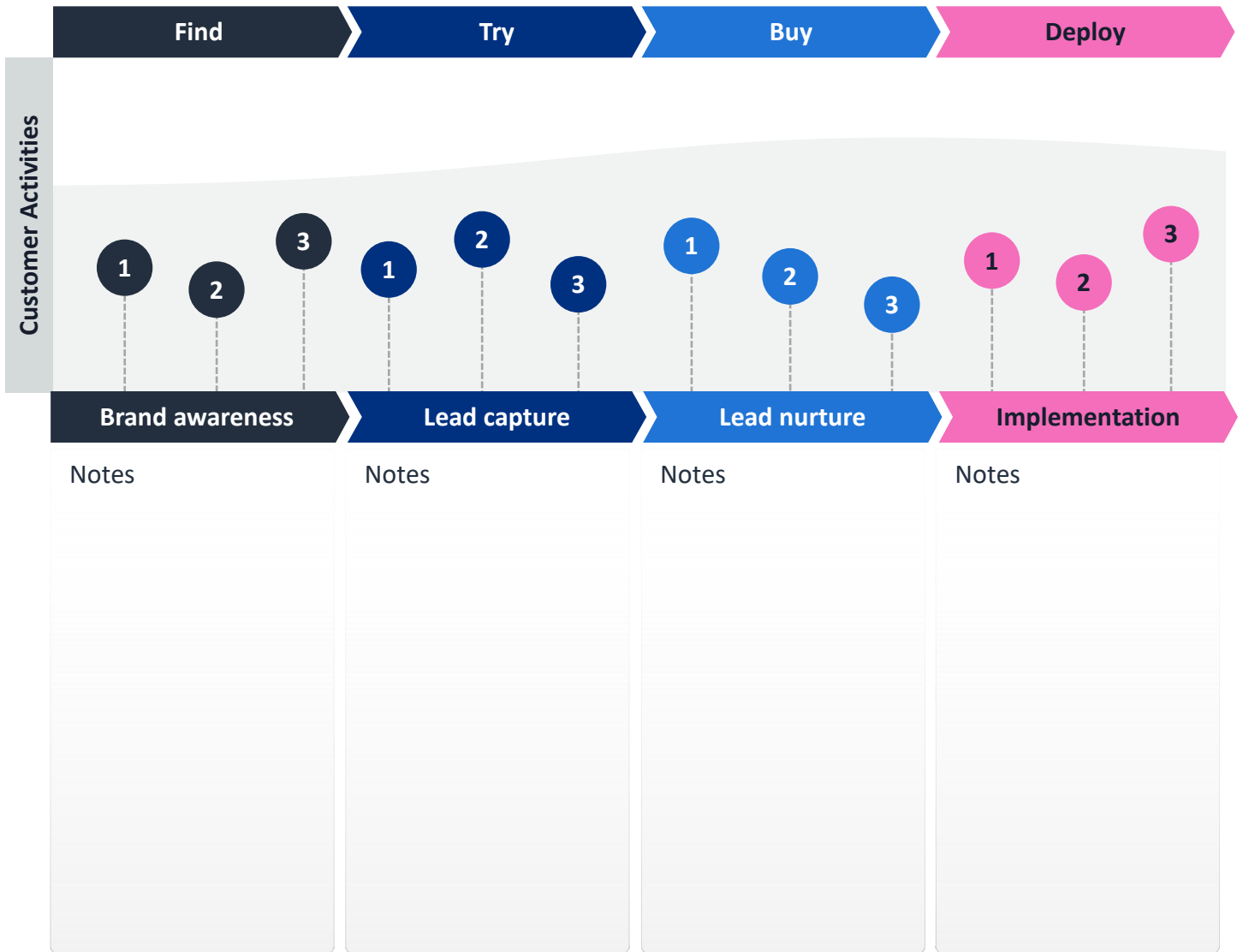
Consider the user’s experience when engaging with your solution as they pass through find, try, buy, and deploy stages. Describe activities you want users to experience. Consider the examples below and create your desired activities:



Campaign Asset Plan

Create a customer journey for your joint GTM motion

Identify customer touchpoints in the find, try, buy, and deploy stages. Incorporate your customer journey activities into the Excel GTM plan template.

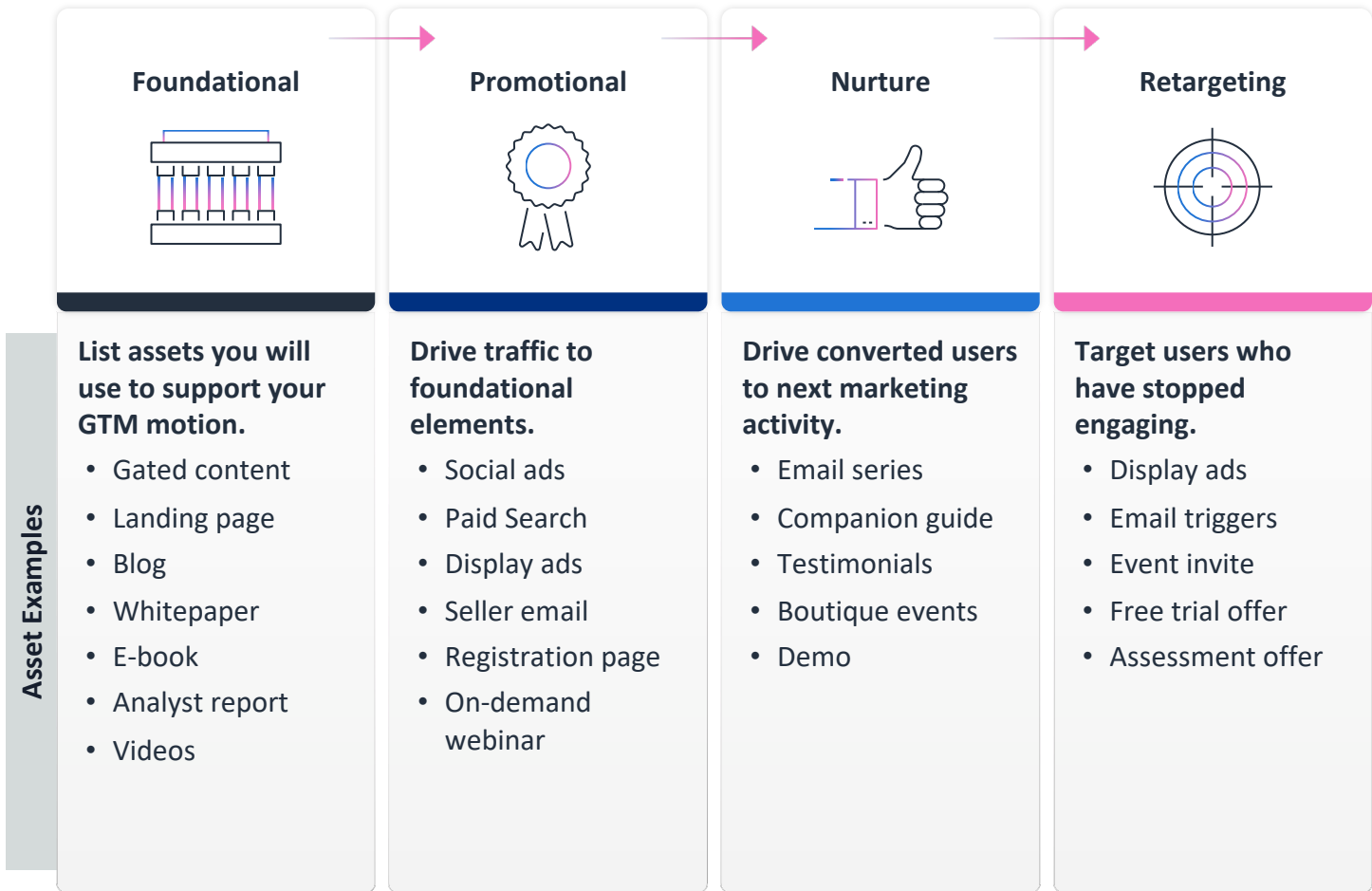


Campaign Asset Plan

Consider what assets you will need in your joint motion:

- What foundational, promotional, nurture, and retarget assets do you need?
- What materials exist and what needs to be created?

Review the list below for ideas on content. Then brainstorm your asset plan.



Please see guidance in the Seller GTM Academy pages 118-120 and 54-103.

Campaign Asset Plan

Create your joint GTM asset plan:

