



People-first GTM Model Workbook

Match your go-to-market to how people buy.
Put people at the center of every experience.

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TACKGTM.com

TACK Insider is Equinox for marketers and entrepreneurs who need an efficient and more effective way to grow their business. You'll be surrounded by people who are pioneering People-first GTM. A business strategy that uses relationships and partnerships to create, capture, and convert demand into revenue.

\$15/month

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- **Slack Community for Conversations, Questions, and Networking**
- **Mark's Daily GTM Article**
- **Library of 250+ B2B GTM Tools, Templates, and Masterclasses**
- **Weekly GTM Masterclasses**
- **Monthly Webinars with Special Guests**
- **Monthly one-to-one matchmaking**
- **Exclusive In-person Dinners and Experiences**

OLD WAY

Company-first GTM

Brand Spam

Lead Quantity

Capture Demand

Transactional

On your own

WHY B2B GTM MUST EVOLVE

1. Content Explosion
Algorithm optimized content
2. Channel Saturation
More competition, lower ROI
3. Cookieless Future
Privacy & first-party data
4. Connection Crisis
Shift to remote & hybrid work
5. Convergence of AI
Efficiency & automation

NEW WAY

People-first GTM

Meaningful Interactions

Lead Quality

Create Demand

Relationships

Partnership-centric

TACK

Customer Problems

Attention is scarce

Inboxes are flooded

Privacy and trust concerns

So many ads

Too many forms

Lots of crappy content

Confusing buying journey

Poor ROI and value

Go-to-Market Problems

Attention is scarce.

Marketshare is shrinking

Competitive pressure

Misaligned teams

Inconsistent pipeline creation

Attribution is murky

Differentiation is hard

Win rates have decreased

Not delivering clear ROI

CAC is increasing

Channel saturation

People-first GTM

A business strategy that uses storytelling, relationships, and partnerships to create, capture, and convert demand into revenue. It's designed to put people at the center of every interaction and experience.

PEOPLE-FIRST GTM PRINCIPLES

PEOPLE

Be collaborative and supportive

EMPATHY

Be kind and thoughtful

ORIGINALITY

Be your authentic self

PRESENCE

Be in the moment

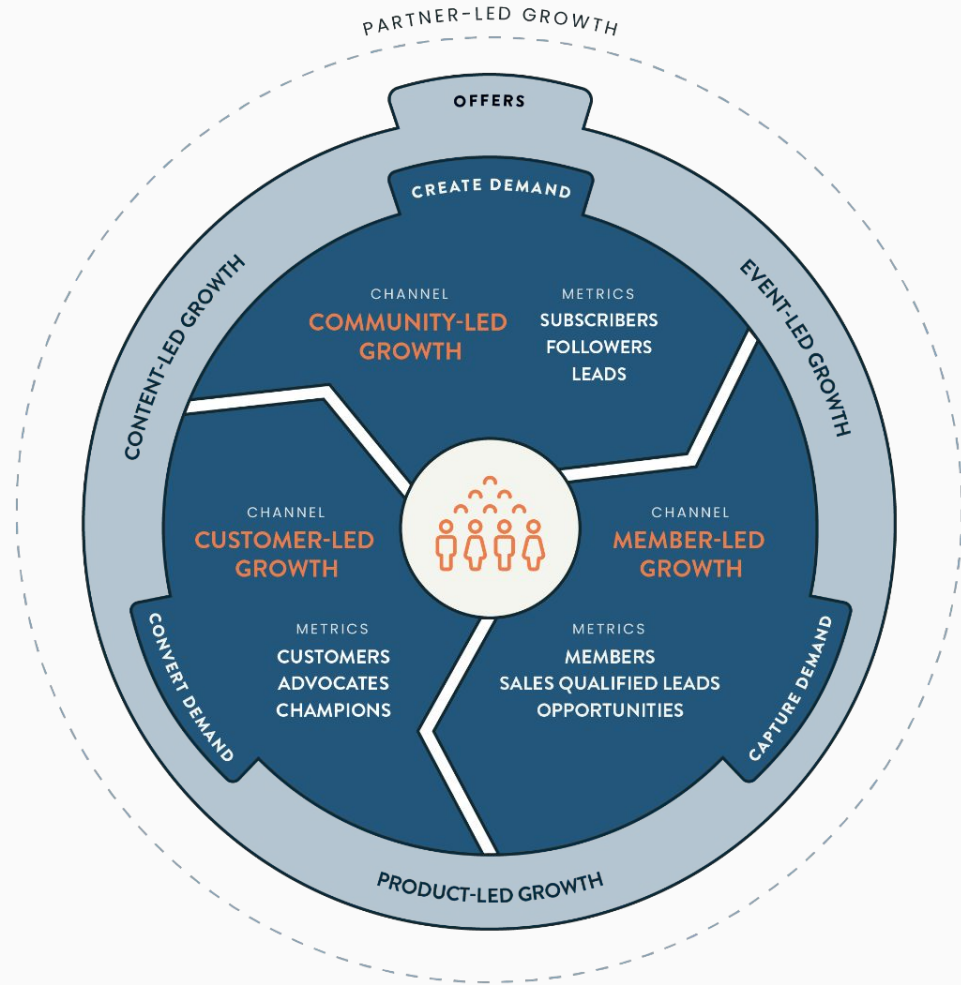
LEARNING

Be the student and teacher

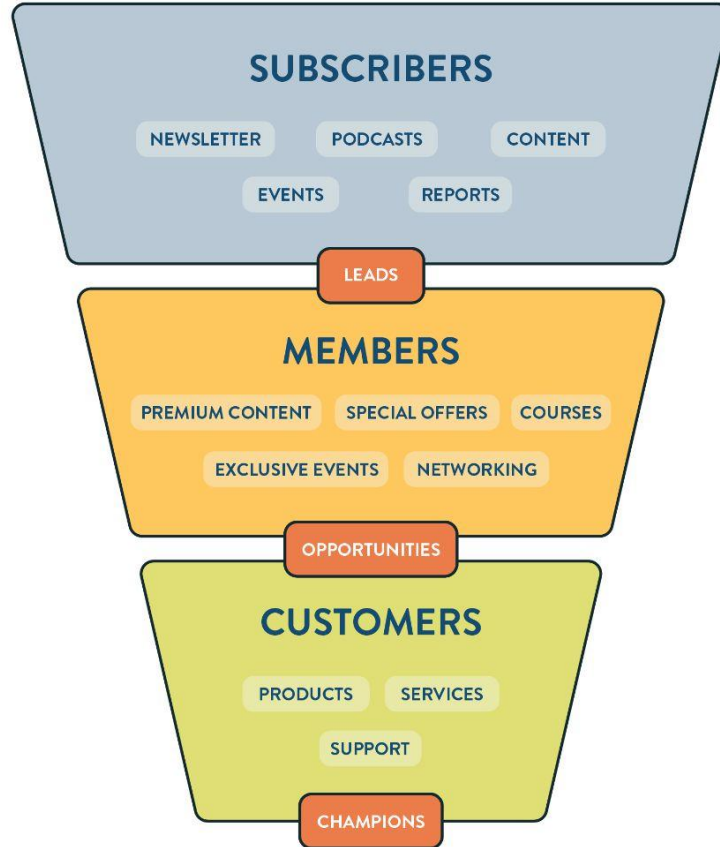
EXPERIENCE

Be memorable

PEOPLE-FIRST GTM MODEL



PEOPLE-FIRST GTM FUNNEL



People-first GTM Model

The People-first GTM Model is designed to align revenue teams using seven different People-first go-to-market strategies.

The model uses three channels to turn interest into revenue.

1. **Create Demand** with Community-led Growth
2. **Capture Demand** with Member-led Growth
3. **Convert Demand** with Customer-Led Growth

Each channel can be activated using a combination of content-led, event-led, and product-led growth strategies. The goal is to use content, events, and products that are created to target, engage, and convert the right ICP and personas.

The most important part of the model is partner-led growth. Each go-to-market motion should be designed and activated in partnership with employees, customers, and people in your industry.

HOW TO GET STARTED

1. Develop your story and point of view. What do you believe in and why. The problems you solve.
2. Speak with potential customers and ideal buyers and get feedback about the point of view and story.
3. Use the feedback to help determine a relevant audience that would resonate with your story.
4. Define a set of principles to strengthen the point of view and belief.
5. Build an asset (content, event, or free product) that is a catalyst for distribution and audience building.
6. Find a partner(s) to bring the asset to life and gain a distribution edge.
7. Create a way for people to subscribe and follow. Build an email list.
8. Amplify the asset by turning it into lots of micro- and short-form content.

It's recommended this is done before or as you launch a new product. Build an audience first, always.

People-first GTM RESOURCES

- What is People-first GTM and How to Get Started [[Slides & Recording](#)]
- Stop Drifting: 7 Ways to Take Back Control of Your Go-to-Market [[Slides & Recording](#)]
- Building a People-first GTM Strategy: 10 Ingredients You Need to Be Successful [[Recording & People-first GTM Map](#)]
- How to Spark a Movement and Category [[Slides and Recording](#)]

Market Definition, Ideal Customer Profile, and Personas

1

Market Definitions

Total Addressable Market: Opportunity

Total Relevant Market: Go-to-Market Fit

Total Obtainable Market: Account Fit and Buying Intent

Ideal Customer Profile (ICP)

- Total Accounts
 - ◆ Account Fit Grades
 - ◆ Account Intent Grades
- Out-of-market Accounts
- In-market Accounts
- Buyer Persona(s) Framework
 - ◆ Buyer Intent Grades

Buying Persona Framework

1. Buying Center – The department
2. Buying Team – The group in the department
3. Buyer Personas – The person and their role in the buying process

HOW TO MEASURE YOUR GO-TO-MARKET

Volume – The amount of something

Conversion Rates – The efficiency of something

Velocity – The speed of something

Value – The worth of something

Cost – The expense of something

ICP & RevOps RESOURCES

- The Force Multiplier Effect: How ABM Bolsters any People-first GTM Strategy [[Slides & Recording](#)]
- How RevOps is the Secret Weapon to Creating People-first Customer Journeys [[Slides & Recording](#)]
- Mastering Strategic Insights for Stronger Strategies & Bigger Moats [[Slides & Recording](#)]

Partner-led Growth

2

Partner-led Growth

METRICS

Reach
Referrals
Revenue

Tenets

- Collaboration
- Belief Alignment
- ICP and Persona Overlap
- Together is Better
- Ecosystem Accelerant

Components

- Influencers
- Creators
- Developers
- Sellers
- Service Providers
- Employers
- Customers
- Sponsors
- Members

Partner-led Growth Methodology

IDENTIFY

Define the audience
Find your partners
Identify the audience



COLLABORATE

Create a story
Develop the assets
Enable the teams



EXECUTE

Launch the partnership
Manage the execution
Learn and adjust

Another Way to Think About It

Relationships

Any connection to other humans
or organizations

Partners

Your most formal and explicit
relationships

Plays

The strategy and tactics for
tapping into partners across GTM
motions

Partner-led Growth Plays

- Customer Partnerships
- Influencer Partnerships
- Product Partnerships
- Content Partnerships
- Marketing Partnerships
- Sales Partnerships
- Servicing Partnership
- Event Partnerships

Partner-led Growth Example

The Klaviyo logo is centered within a white rectangular frame. It features the word "klaviyo" in a black, lowercase, serif font. The letter "i" has a distinctive dot. To the right of the "o" is a small, solid black square icon that resembles a flag or a ribbon.

PARTNER-LED GROWTH RESOURCES

- The Nearbound GTM Playbook [[Slides & Recording](#)]
- How Partner-led Growth Amplifies and Accelerates a People-first GTM Strategy [[Slides & Recording](#)]
- ABM Decoded: Don't let the Acronym Fool You—Amplify Your GTM Strategy [[Slides and Recording](#)]

People-first GTM Offers

4

	Content-led Growth	Event-led Growth	Product-led Growth
Stage One	Creating content that's aligned to one or more personas. Starting to create cornerstone assets that bring your brand story and point view and solution to life. Using original content to create and capture demand that's both information and educational.	Hosting webinars a couple times a quarter. Creating engaging moments and experiences during each webinar. Reusing the webinar content. Partnering with other people or brands on a few in-person events each year. Possibly hosting a small in-person event.	Providing people a way to experience the product without having to talk to sales. Using an on-demand demo to walk people through the free product. Creating free education about how the product works and why it's better.
Stage Two	Partnering with other brands and people to create content. Infusing 50%+ of your content with customer quotes, perspectives, and stories. Designing a content reuse strategy that extends the reach of each piece of content by atomizing it for different channels and audiences. Hosting an original series or show.	Building a six month webinar and event plan that is designed for different personas at different stages of the customer journeys. Integrating webinars and events into your content-led, community-led, and customer-led growth channels. Creating personalized experiences at scale before, during, and after some of your events.	Giving people access to a free trial of your product either before or after talking to sales. Enabling them with a free tool that is related to the value of your product. Something that helps them understand the way your product works and how it's different or better. Activating the community-led growth channel with the free tool..
Stage Three	Using content engagement signals to and building an intent model for the accounts and people who are consuming the content. Moved all the content into a membership community that's part of a member-led growth channel strategy. 90%+ of your content is done in partnership with someone else.	Using engagement signals to build an event intent model the accounts and people who are consuming the content. Moved all the events and webinars into a membership community that's part of a member-led growth channel strategy. Quarterly planning sessions with your sales team to design the events strategy for pipeline creation and acceleration.	Creating a self-serve free product experience where people can try a portion of the product own their. Possibly having a touchless purchase experience to go with it. Creating a model for sales and customer success to engage with the right product qualified leads at the right time. The free product experience is integrated into your member-led growth channel.

Content-led Growth

METRICS

Engagement
Leads
Pipeline

Tenets

- Teaching
- Inspiration
- Actionable
- Helpful

Components

- Blogs
- Videos
- eBooks
- Reports
- Pillar Pages
- Podcasts
- Newsletters
- Bundles
- Courses

Content-led Growth Methodology

CREATE

Develop stories, characters, and assets that bring the company's POV and belief system to life.



AMPLIFY

Reuse, repurpose, repackage, and reposition assets for the right audience on the right channel.



MEASURE

The engagement and the revenue generated from the assets, and find insights from the data.

Content-led Growth

TYPE	ASSETS
Thought Leadership	
Problem Awareness	
Solution Oriented	
Product Specific	
Customer Education	

Content-led Growth Example



CONTENT-LED GROWTH RESOURCES

- Thought Leadership Activation: The Unspoken Revenue Unlock for Sales & Marketing [[Slides & Recording](#)]
- Unleashing AI on Content Repositories: Multi-Source Content Repurposing [[Slides & Recording](#)]
- Stop the Brand Spam: How to Create Content People Actually Want [[Slides & Recording](#)]
- The Great Content Eight: Repackaging Event Content [[Slides & Recording](#)]
- Mastering Product-led Content: Creating and Scaling Stories that Sell [[Slides & Recording](#)]
- Content-led Growth Soiree [[Recording](#)]

Event-led Growth

Registrations
Attendees
Revenue

Tenets

- Participation
- Networking
- Content
- Live

Components

- Webinars
- Training
- Conferences
- VIP Events
- Workshops
- Award Ceremonies
- Onboarding
- Meetups
- Product Launches

Event-led Growth Methodology

DISCOVER

Use events and webinars to find and engage with the right people and at the right accounts.



ENGAGE

Engage buyers and customers with the right experiences and content at the right stage of the customer journey.



GROW

Generate pipeline, customers, and advocates by placing events at the right moments in the customer journey.

Event-led Growth

TYPE	AUDIENCE	GOAL	NAME
In-person			
Virtual			
Webinar			

Event-led Growth Example



EVENT-LED GROWTH RESOURCES

- How To Drive & Convert 1,000's of Registrants Into Pipeline EVEN IF They Don't Attend [[Slides & Recording](#)]
- Crafting Unforgettable Experiences: The Power of Field Marketing [[Slides & Recording](#)]
- The Great Content Eight: Repackaging Event Content [[Slides & Recording](#)]
- Event-led Growth July 2023 Soiree [[Recording](#)]

Product-led Growth

Sign-up Rate
Activation
Retention

Tenets

- Ease of access: Try before buy, no gatekeepers
- Ease of use: Simple
- Ease of purchase: Frictionless
- More usage, more value
- Fast time to value
- Data-driven

Components

- Ease of sign up
- Onboarding flows
- Jobs-to-be-done
- Simple purchasing (proposes vs. pressures)
- Flywheel effects

Product-led Growth Methodology

ACQUIRE

New users for your product with the right channels.



ADOPT

Onboard and educate users so they see fast time to value.



RETAIN

Create the right habits with users so their use grows over time.

Product-led Growth

TYPE	WHAT IS IT	PROS & CONS
Freemium	Freemium plans offer a limited version of a product for free to attract new users	
Free Trial	Free trials typically range from seven to 30 days	
Reverse Trial	Free, time-limited access to more premium products than a typical free trial, but with a forever-free option for users who don't convert	
Free Tools	Users experiment with a limited version of our UI and solve a specific use case at no cost.	
Open-Source Resource	non-proprietary offerings free for users to enjoy while producing revenue from a licensing model on premium services	

Product-led Growth Example



Notion

PRODUCT-LED GROWTH RESOURCES

- Everything You Need to Know about Product-led Growth [[Slides & Recording](#)]

People-first GTM Channels

3

	Community-led Growth	Member-led Growth	Customer-led Growth
Stage One	<p>Listening and engaging in places where your buyers and customers are participating. Adding unique perspectives and value to the conversation and starting to form relationships. Doing it from the voice of people not a brand.</p> <p>Outcomes: Followers & Engagement</p>	<p>Creating the first iteration of a brand's owned membership community. Creating a list of benefits to drive sign ups. Starting to attract new members by offering a free membership account. Building a recurring event into the membership experience.</p> <p>Outcomes: Members & Sales Qualified Leads</p>	<p>Identifying the most engaged customers and partnering with them to share their stories, examples, and successes. Creating content and education to help other customers use more of the product.</p> <p>Outcomes: Customers & Adoption</p>
Stage Two	<p>Partnering with people and brands in places and communities to increase engagement. Intentionally sharing valuable things to people to turn attention into interest. Sharing offers, ideas, and education that build trust and create more engagement.</p> <p>Outcomes: Engagement & Leads</p>	<p>Moving all resources into the owned membership experience and added more benefits to why someone should sign up. Starting to use first-party data and engagement signals to prioritize how to personalize a member's experience</p> <p>Outcomes: Members & Opportunities</p>	<p>Establishing programs like a customer advisory board and voice of customer program to partner with customers to drive product innovation and activate audiences. Designing marketing campaigns and offers that feature customers.</p> <p>Outcomes: Retention & Advocates</p>
Stage Three	<p>Establishing a set of rituals and habits to continually engage in the right places with the right offers. Partnering with many different brands and people to accelerate relationship building. Designing a model that measures and predicts engagement and leads.</p> <p>Outcomes: Leads & Meetings</p>	<p>Membership experience and community is being integrated into all go-to-market team motions. And is integrated into the product-led growth experience if one exists. Creating a growth model for member acquisition and activation.</p> <p>Outcomes: Opportunities & Customers</p>	<p>Building tiered customer programs and experiences for different segments of customers across each go-to-market team. Hosting a flagship summit event for customers and potential customers to attend. Building a model that predicts likelihood of renewal and referrals.</p> <p>Outcomes: Advocates & Referrals</p>

Community-led Growth

METRICS

Followers
Engagement
Leads

Tenets

- Influence
- Trust
- People
- Helpful

Components

- Social / Community Networks
- Influencers / Creators
- Blog
- YouTube Channel
- Events
- Micro-Content
- Podcasts

Community-led Growth Methodology

FIND

The places where your buyers and customers are engaging.



PARTICIPATE

Engage in conversations, network, and support people.



CONTRIBUTE

Create new value in the places and networks that your buyers and customers are participating.

Community-led Growth

COMMUNITY COMPONENTS	NAME
Community Sparks	
Primary Offers	
Secondary Offers	
Channel Activation	

Community-led Growth Example



COMMUNITY-LED GROWTH RESOURCES

- Thought Leadership Activation: The Unspoken Revenue Unlock for Sales & Marketing [[Slides & Recording](#)]
- From Influence to Impact: How to Leverage Creators to Drive Revenue in B2B [[Slides and Recording](#)]
- Mastering LinkedIn: Turn Scrolling into Strategy [[Slides and Recording](#)]
- Powering Up Your Community-led Strategy With Your Internal Teams [[Slides & Recording](#)]
- Community Led Growth Soiree June 2023 [[Recording](#)]

Member-led Growth

Members
Member Engagement
Pipeline [new & expansion]

Tenets

- First-party Data
- Personalized Experiences
- Tailored Benefits
- Value Add
- Differentiated
- Consistency

Components

- Purpose and Belief “the why”
- “Owned Community”
- Content
- Learning
- Programs
- Perks
- Special Access

Member-led Growth Methodology

ACQUIRE

Members into your owned community experience.



ACTIVATE

Get members engaging with content, in conversations, and programs.



CONVERT

Turn members into customers or brand advocates.

Member-led Growth

MEMBERSHIP BENEFITS	DESCRIPTION
Content	
Events	
Access	
Merchandise	
Discounts	

Member-led Growth Example

HubSpot

The HubSpot logo is a stylized orange icon consisting of a central circle with three lines extending from it to three smaller circles, forming a network or hub-and-spoke structure.

MEMBER-LED GROWTH RESOURCES

- The Secrets to Scaling a Member-led Growth Strategy [[Slides & Recording](#)]
- Why Member-led Growth is the Next Big GTM Motion & How to Get Started [[Slides & Recording](#)]
- Tips and Secrets to Growing HubSpot Academy [[Slides & Recording](#)]

Customer-led Growth

METRICS

Customers
Renewals
Advocates

Tenets

- Value-first
- Reciprocity
- Voice of Customer
- Deeper Education

Components

- Customer Stories
- References
- Reviews
- Advisory Board
- Product Training
- Customer Examples

Customer-led Growth Methodology

ONBOARD

Educate and support new customers and users so they see fast value and success.



PARTNER

Create stronger relationships with customers by delivering value for them outside of just your product.



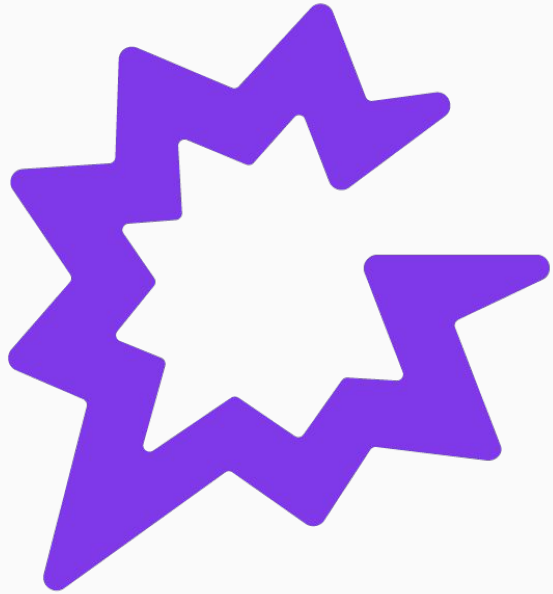
DELIGHT

Design moments and experiences that get customers to fall in love with your product and brand.

Customer-led Growth

PROGRAM	DESCRIPTION
Educational Content	
Events / Webinars	
References & Advisory	
Customer Advocacy	
Customer Training	
Voice of Customer	

Customer-led Growth Example



GONG

CUSTOMER-LED GROWTH RESOURCES

- Unleash Growth with Voice of the Customer [[Slides and Recording](#)]
- Amplifying Customer Advocacy: Harnessing AI to Cultivate Thriving Communities [[Slides and Recording](#)]
- Transform the Buyer Experience Using People-first GTM to Cut Sales Cycles by 50% [[Slides and Recording](#)]

People-first GTM Business Outcomes

5

Word-of-Mouth Flywheel

METRICS

Subscribers
Customers
Retention

Tenets

- Lower cost of acquisition
- Trust power law
- Virality
- Relationships

Components

- Virality
- People-first Attribution
- Referrals

Ecosystem Formation

METRICS

Network Nodes
Partnerships
Transactions

Tenets

- Distribution Power
- Moat Building
- Lock-in
- Master Orchestrator

Components

- Belief System
- Platform
- Value Creation
- Shared Customers

Lovable & Durable Brand

METRICS

NPS

Word of Mouth

Renewals / Repeat Purchases

Tenets

- Brand meaning
- Keeps its promises
- Strong set of values
- Culture and people are foundational

Components

- Brand Promise
- Brand Meaning
- Product Market Fit
- Advocates

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