



GO - TO - MARKET STRATEGY

2023 Summer/Fall Webinar Series
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ABOUT FELICE:

Global Consulting Sales Director
For Cheese and Dairy

Felice Thorpe grew up on a family farm in California and is a sales consultant and fractional sales director for cheese and dairy brands. She has launched products into Whole Foods, Sprouts, Kroger, Walmart, and many independent retailers.

WEBINAR TOPICS, BY WEEK



1

PRODUCT

4

PRICING

2

PEOPLE

5

PLACEMENT

3

PROCESS

6

PROMOTIONS



GO-TO-MARKET STRATEGY: WHAT IS IT?

It's how you bring your product to market and reach consumers, a roadmap to effectively introduce and sell. It differentiates the product, targets the right customers and consumers allocates resources, and maintains communication and alignment within the company.

Strategy is about making a choice.

GO-TO-MARKET PLACEMENT STAGES:

STAGE ONE: Exploratory

STAGE TWO: Building a Foundation

STAGE THREE: Growth/Creating Momentum

STAGE FOUR: Amplification



PRODUCT



01

KEY INGREDIENTS FOR SUCCESS

- Develop Your Product
- Where to Find Data
- Category Analysis
- SWOT Analysis
- Spotlight: TMK Creamery
- Best Practices GTM Launch

Before you invest in launching a new product, know that you have something that is viable.

PRODUCT DEVELOPMENT

01. What product are you offering?	02. Who is your ideal consumer? Where and How do you reach them?
*Brand * Functions * Appearance * Size *Quality Features * Packaging * Size * Shelf Life * Variety	
03. What are the main pain points you are solving?	
04. What is your product margin? [30-50% is ideal]	
NO MARGIN, NO MISSION! EVEN LOSS LEADERS SHOULD HAVE SOME MARGIN	
Value Proposition? You must be one of these things:	
<ol style="list-style-type: none">1. Be first2. Be best3. Be cheapest4. Be different	

CATEGORY ANALYSIS FOR GO-TO-MARKET



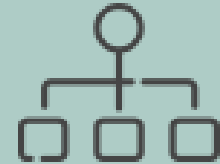
INTERNAL
DATA
SOURCES



EXTERNAL
DATA
SOURCES



SOCIAL
LISTENING



OPERATIONAL
CONSIDERATIONS

TYPES OF DATA/INFORMATION TO INFORM YOUR GTM

WHERE TO FIND DATA

1

INTERNAL

Sales Financials, Store Locator, Website

Learnings: *Product performance, demographics, sales by distributor, customer, and geography (customer insights)*

2

STORES

Chargebacks, Retailer Portals, Observations

Learnings: *Store-specific performance, velocity, promo performance, trends (consumer insights)*

3

EXTERNAL
SYNDICATED

Nielsen/SPINS/IRI/Mintel

(Doesn't include bulk, food service, or E-Commerce)

Learnings: *Market trends, competitive data, category data, trends (category insights)*

Analyze your brand vs. four others

SWOT ANALYSIS

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS



SWOT EXAMPLE: US AGAINST COMPETITOR



Incomparable price;
Flavor on trend;
Award-winning;
Claims are aligned



Could use a brand
refresh; No QR code;
Hard to spell; Missing
top selling size in
category



Call out family-owned;
Call out upcycled
practices; Expanding
production



General labor
shortage; Wobbly
supply chain on
packaging; possible
price increase

PRODUCT SPOTLIGHT:

- *Four years of Research and Development; didn't do much category analysis beforehand*
- *Willing to build and use distilling equipment*
- *Incorporated hospitality into product development and launched a food truck and bar, sales online and at TMK Creamery*
- *Need help in hospitality -- want to stay in areas they are passionate about*
- *Measure "success" by bringing youth programs to the farm to learn about farming,*



One of the few creameries in the world making both farmstead cheese and alcohol!
Tessa Koch, Co-Founder



"If you are not building for an exit plan, you will enjoy your business more"

PRE - LAUNCH: BEST PRACTICES GTM

1st The Pitch

A pitch to buyers is different from consumers.

3rd Product Launch Support

Influencer seeding, social media, giveaways, outreach

5th Offer More

Offer more cases or another product if it makes sense!

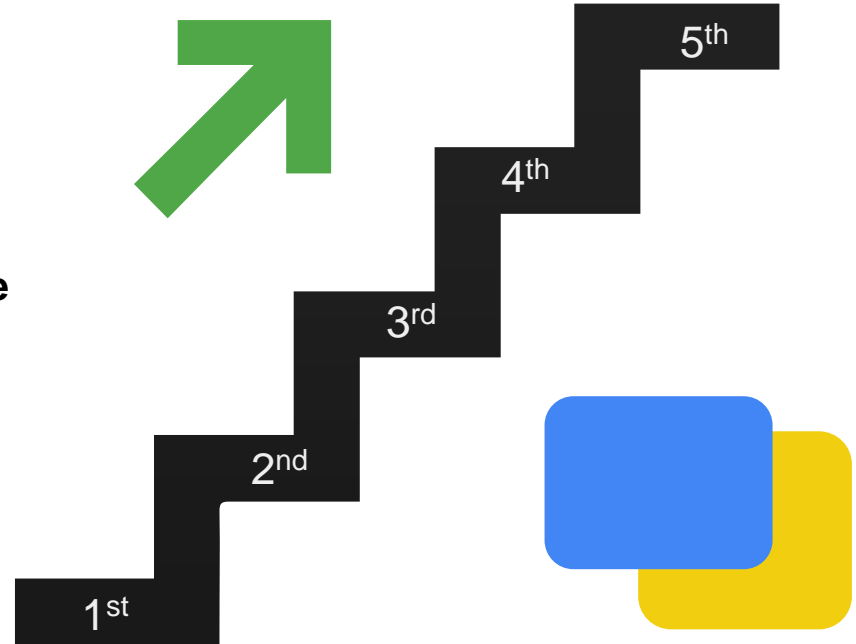
2nd Take Your Time

Spend as much time pre-purchase as post-purchase.

4th Category Resource

Enter every interaction as a positive one. Be a category resource “expert” so the buyer leans on your insights

LAUNCH!



POST - LAUNCH: BEST PRACTICES GTM

1st Enter the Store

Enter as a consumer to observe your product: Are the tags up? Correct price? Name? Observe.

3rd Share

Email photo to store buyer and distributor and thank them for the placement. Compliment them about the staff or look of store.

5th One Week Post-Launch

Check-in with all stakeholders for needed adjustments or updates.

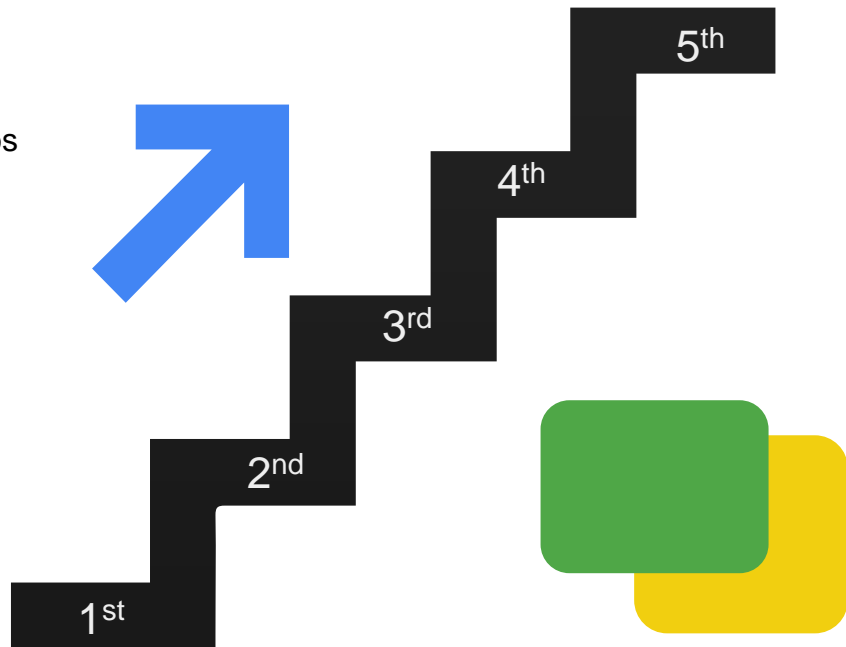
2nd Look

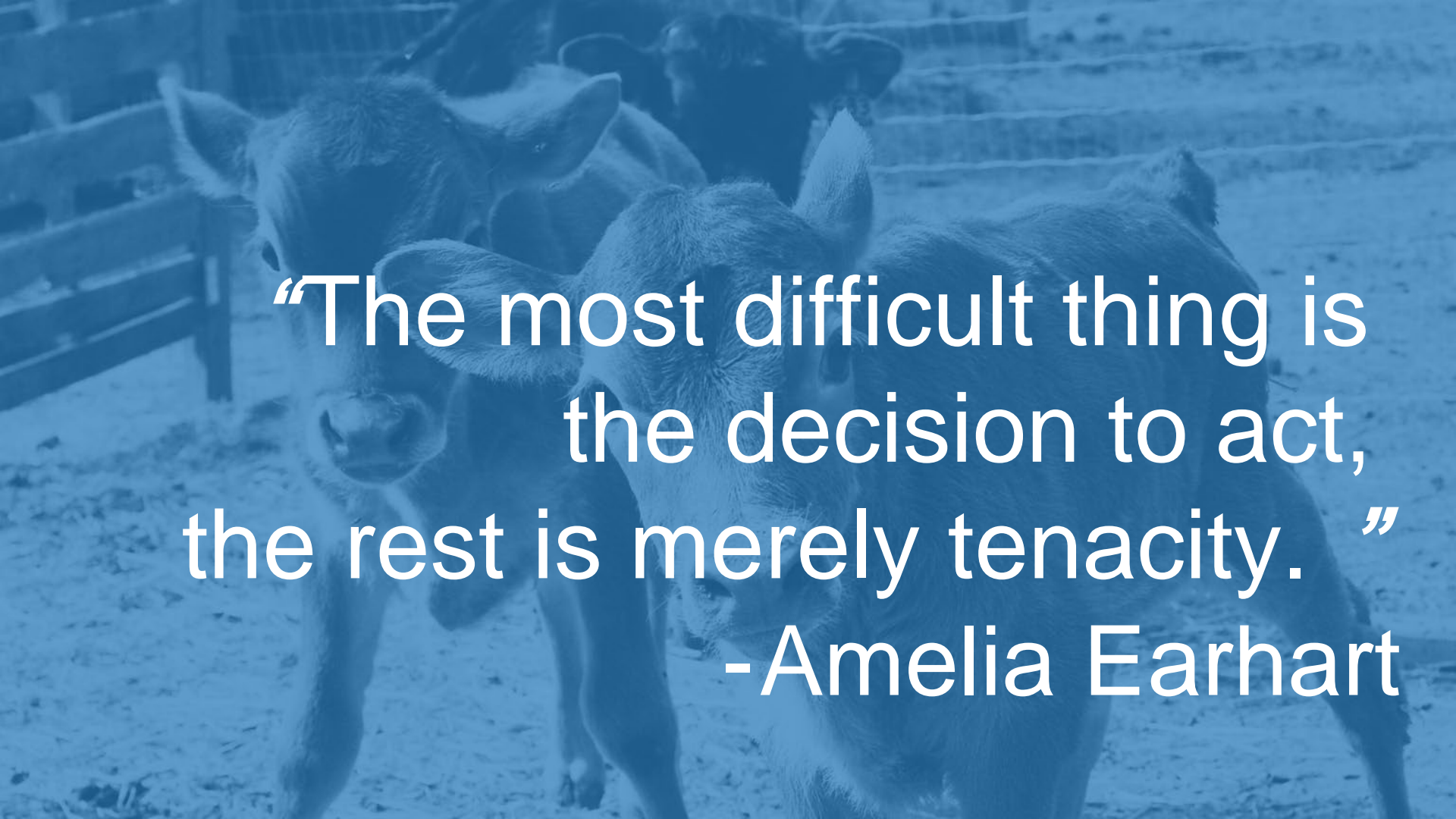
Try to speak to customers and employees about the product. Introduce yourself! Take photos of product and set.

4th Purchase

Purchase 2 units and gift one to the (appreciative) cashier and keep one to use as a future sample.

MAINTAIN COMMUNICATION!



A blue-tinted photograph of several calves in a pen. The calves are in the foreground and middle ground, looking towards the camera. The background shows a wooden fence and more calves. The overall scene is a farm or ranch setting.

“The most difficult thing is
the decision to act,
the rest is merely tenacity.”
-Amelia Earhart



THANK YOU!



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For more information:

