



CRAFTING YOUR **2026** B2B GO-TO-MARKET STRATEGY

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A guided workbook to help you diagnose GTM gaps, focus your 2026 strategy, and build a predictable pipeline.

Your Pipeline Growth Assessment Reflection

Use this page to capture key insights from your Pipeline Growth Assessment Report and highlight the recommendations that matter most for your 2026 GTM plan.

If you haven't taken the Pipeline Growth Assessment, you can do so here - [Take Assessment](#).

Key Recommendations From Your Assessment Report

Write down 1–2 recommendations per section that you want to focus on in 2026.

Business Overview

1. _____
2. _____

Go-To-Market

1. _____
2. _____

Pipeline Optimization

1. _____
2. _____

Revenue Acceleration

1. _____
2. _____

Reflection

What friction are you feeling most heading into 2026?

What did your score confirm that you already sensed?

What surprised you the most?

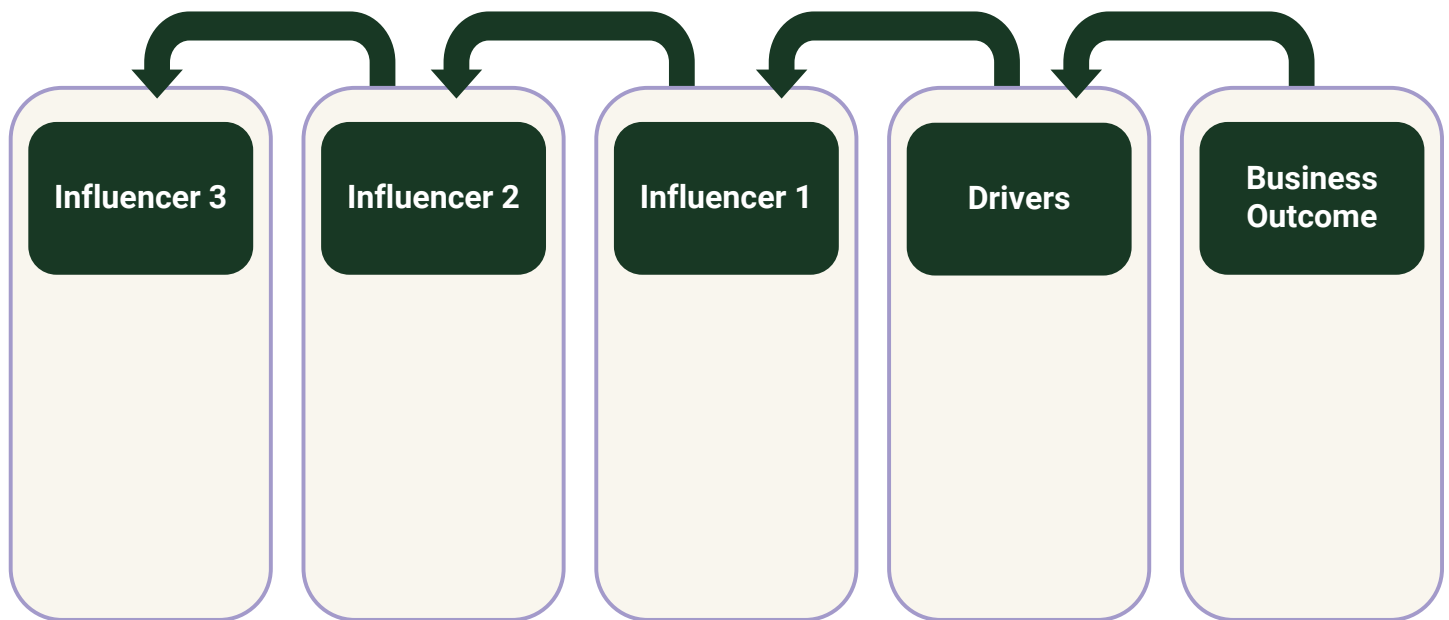
NOTES:

WORK-BACKWARDS EXERCISES

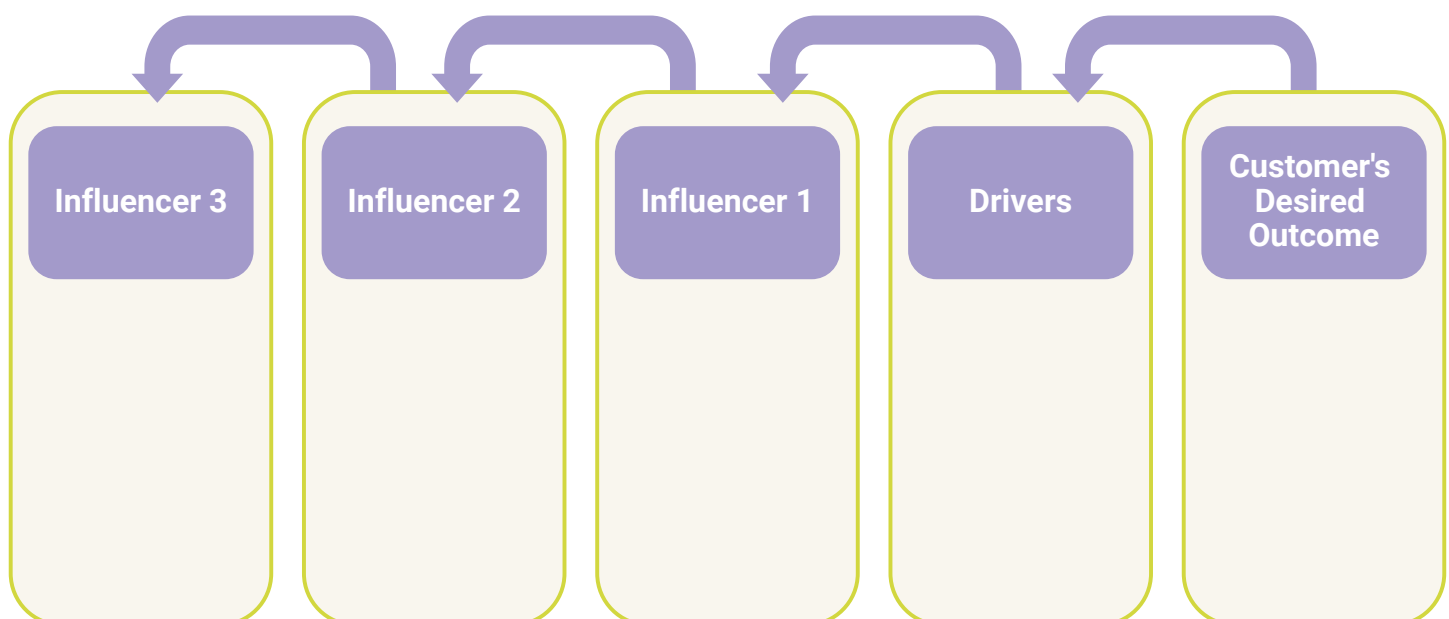
Most GTM plans fail because they start with tactics, not outcomes. This exercise will help you reverse-engineer your 2026 GTM plan starting from desired outcomes.

Start with your top 2026 objectives. Then list the system drivers required to achieve those objectives. Next, identify the tactics or plays that support those drivers. Finally, shift into the buyer's perspective and write why each tactic matters to them, not just to you.

Work-Backwards



What would it look like if your company was the buyers' obvious first choice?



PIPELINE GROWTH FRAMEWORK

This is the operating system that connects your GTM strategy, internal systems, and revenue motions into one unified approach. Use these three levers to diagnose where your pipeline is getting stuck, align your teams, and focus your efforts on the areas that will have the biggest impact on creating, capturing, and converting demand.

Use the questions below to identify 1–3 action steps for each lever.



GTM Lever - Creating Demand

- ➡ Are future buyers seeing enough of you to remember you before they’re in-market?
- ➡ What audiences are currently underserved or ignored in your GTM motion?
- ➡ Is your content something buyers want to consume—or something you’re hoping they click?

GTM TOP ACTION STEPS	
1.	
2.	
3.	



Pipeline Optimization Lever - Removing Friction

- ➡ Where do contacts or opportunities consistently stall?
- ➡ What buyer signals are you currently blind to?
- ➡ Where does friction appear between Marketing and Sales?

PIPELINE OPTIMIZATION TOP ACTION STEPS	
1.	
2.	
3.	

Revenue Acceleration Lever - Turning Demand Into Revenue

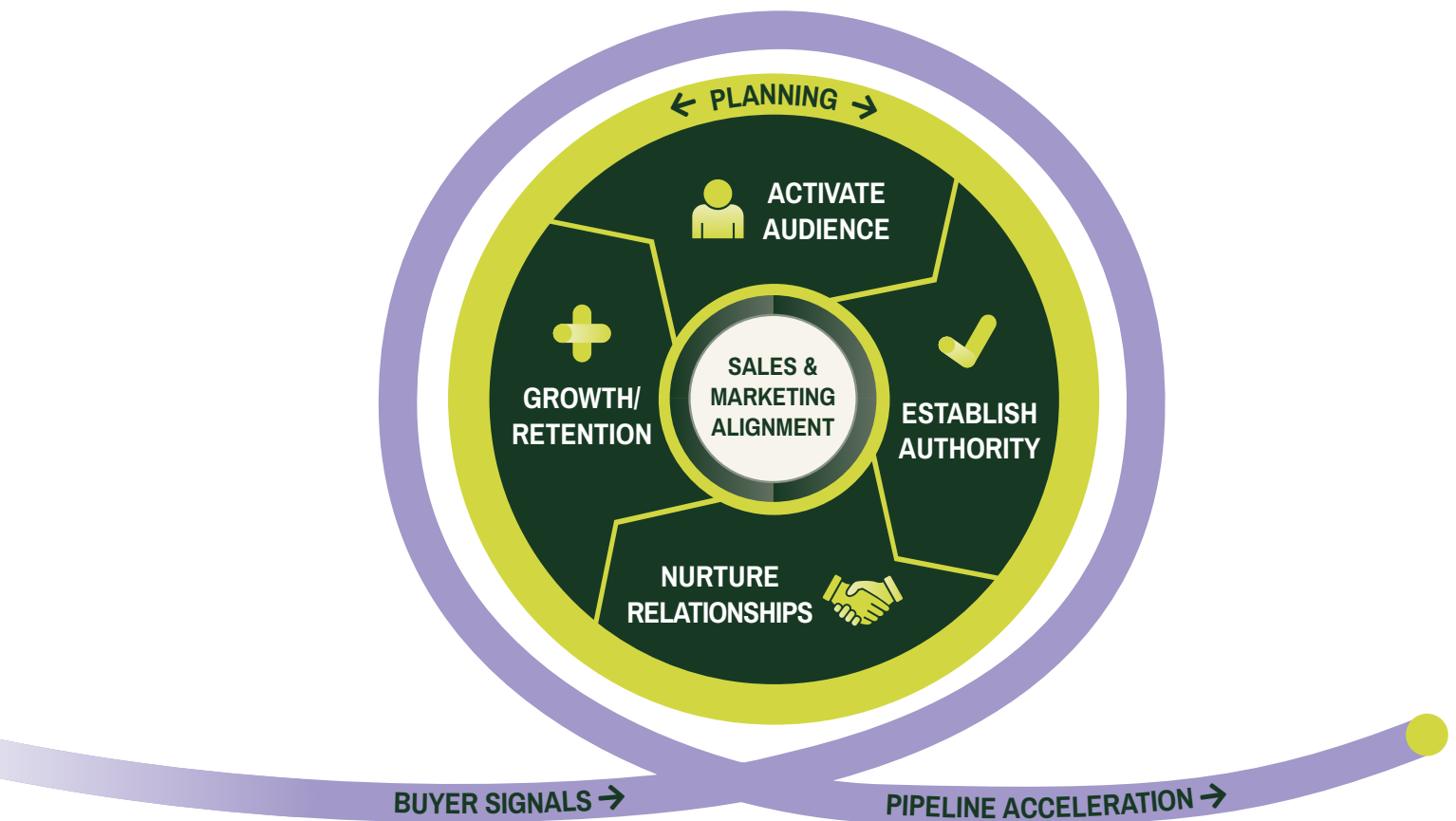
- ➡ What keeps deals from progressing or closing faster today?
- ➡ Are sellers equipped with content and tools for late-stage conversations?
- ➡ Where are you missing expansion, upsell, or renewal opportunities?

REVENUE ACCELERATION TOP ACTION STEPS	
1.	
2.	
3.	



PIPELINE GROWTH PROCESS

Here's how modern B2B buyers move through your ecosystem and how your GTM strategy, marketing & sales process work together. Use these four pillars as a framework to build your GTM strategy, answering key questions in each section and identifying your top three action steps for success in each area.



Which part of the process feels most like your bottleneck right now?

- | | |
|-----------------------|---------------------------|
| Planning | Growth & Retention |
| Activate Audience | Capture Buyer Signals |
| Establish Authority | Sales/Marketing Alignment |
| Nurture Relationships | |

Why?

NOTES:



Activate Your Audience

- Where do your buyers actually learn? Are you consistently present there?
- How memorable is your content in the feeds your buyers scroll every day?
- Are you activating audiences beyond in-market buyers or do you activate both “future buyers” and “now buyers?”

ACTIVATE YOUR AUDIENCE TOP ACTION STEPS	
1.	
2.	
3.	

Establish Authority

- Does your website help buyers self-educate or force them into a funnel/demo?
- If someone binge-consumed your content, would they walk away believing you’re an authority?
- Are you addressing real buyer problems, use cases, and risks or just promoting features?

ESTABLISH AUTHORITY TOP ACTION STEPS	
1.	
2.	
3.	

Nurturing Relationships

- Do you have a system to stay connected with not-yet-ready buyers?
- What signals show when a buyer is warming up—and are you capturing them?
- How personalized is your nurture across segments, stages, and roles?

NURTURING RELATIONSHIPS TOP ACTION STEPS	
1.	
2.	
3.	



Growth & Retention

- Do customers fully understand the value they're getting—and can they articulate it internally?
- Where does onboarding create confusion or slow adoption?
- How consistently do you surface renewal, expansion, and cross-sell opportunities?

GROWTH & RETENTION TOP ACTION STEPS	
1.	
2.	
3.	

Capture Buyer Signals

- What signals are buyers giving you today that you aren't currently capturing, tracking, or routing anywhere?
- When a buyer shows intent (explicit or implicit), does that signal reliably trigger the right next step – and who owns that action?
- Are you capturing signals across the full buying group, or only from the one person who happens to fill out a form or click an email?

CAPTURE BUYER SIGNALS TOP ACTION STEPS	
1.	
2.	
3.	

Sales and Marketing Alignment

- Do Marketing and Sales share a single definition of your ICP, buying group roles, lifecycle stages, and what qualifies a buyer to move forward?
- When a warm or high-intent signal appears, do both teams agree on who takes action, how quickly, and with what message?
- Are Marketing and Sales operating from a shared scoreboard that reflects the same KPIs, signals, and pipeline goals – or are they running two separate games?

SALES AND MARKETING ALIGNMENT TOP ACTION STEPS	
1.	
2.	
3.	

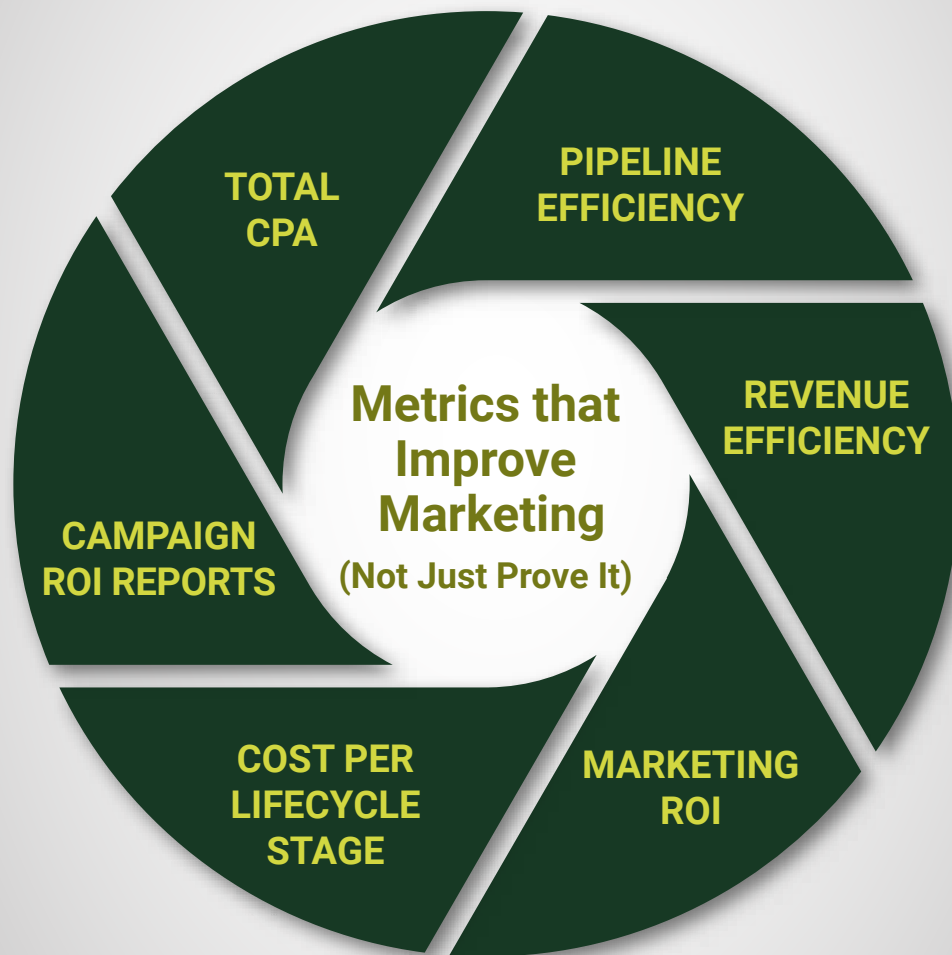


THE 6 NEW WAYS TO MEASURE GTM IN 2026

Traditional metrics like form fills and MQLs no longer reflect how buyers learn. The best B2B companies I'm seeing right now are measuring how fast real opportunities move from attention → pipeline → revenue. When you measure this way, you can run marketing the way finance runs cash flow.

These six measurements help you track true buying behavior and build more predictable pipeline.

MARKETING SUCCESS IN A CLICKLESS WORLD



Metrics that Improve Marketing



Rate each metric

METRIC	TRACKING WELL	NEEDS IMPROVEMENT	NOT TRACKING
Total CPA: (Total Spend/ New Customers)			
Pipeline Efficiency → Total Pipe/ (K impressions)			
Revenue Efficiency → Total Revenue/(K impressions)			
Marketing ROI → New Revenue/ Spend			
Lifecycle Cost per Stage			
Campaign ROI → Deals influenced by touch points			

Which metric will matter most for your 2026 success? Why?

NOTES:

BUILDING BLOCKS — PICK YOUR 2–3 PRIORITIES

Here is a list of 10 core building blocks that represent where buyers actually experience your brand across channels and touchpoints. Trying to optimize all 10 creates scattered, ineffective marketing. Choosing 2–3 building blocks creates clarity, focus, and measurable progress.

Which 2–3 building blocks will create the biggest impact in Q1 2026? (Check)

- Search (paid & organic)
- Social Media (paid, organic, employee advocacy)
- Events (webinars, trade shows, conferences)
- Email (drips, newsletters, nurture, outbound)
- Video (YouTube, short-form, CTV, testimonials)
- Partner & Channel (co-marketing, resellers)
- Communities & 3rd Party (forums, media, podcasts)
- Outbound & Sales Outreach (SDR/AE DMs, calls, emails)
- Web-Based Buyer Experiences (tools, assessments, personalization)
- Social Proof (reviews, influencers, testimonials)

Why did you choose these?

NOTES:



YOUR ONE-PAGE 2026 GTM PLAN

A one-page plan keeps your team aligned, focused, and accountable. This is your clarity tool for internal conversations. Use the insights from previous sections to fill in your objectives, KPIs, key plays, channels, buyer signals, and risks. Keep it simple and focused — the goal is clarity, not perfection.

Narrative Connecting to the Company's 2026 Vision

IN 2-3 SENTENCES, EXPLAIN HOW THIS GTM STRATEGY IS CRUCIAL FOR ACHIEVING THE COMPANY'S FUTURE STATE.

Alignment with Business Objectives

Instructions:

- ➔ List the top 1-3 key business objectives your company aims to achieve in 2026.
- ➔ For each objective, briefly explain how your GTM strategy directly supports or contributes to its achievement.
- ➔ Where possible, be specific and quantitative (e.g., "Increase market share by 15%" rather than just "Grow market share").
- ➔ Consider both short-term and long-term business goals.
- ➔ Ensure that every major component of your GTM strategy ties back to at least one of these objectives.

Our GTM strategy aligns with the following company goals:

1. _____

2. _____

3. _____



Objectives and Outcomes

Company Goal:		Marketing Objective 1:	
		Expected Outcome:	
Company Goal:		Marketing Objective 2:	
		Expected Outcome:	
Company Goal:		Marketing Objective 3:	
		Expected Outcome:	

Key Objectives and High-Level Tactics

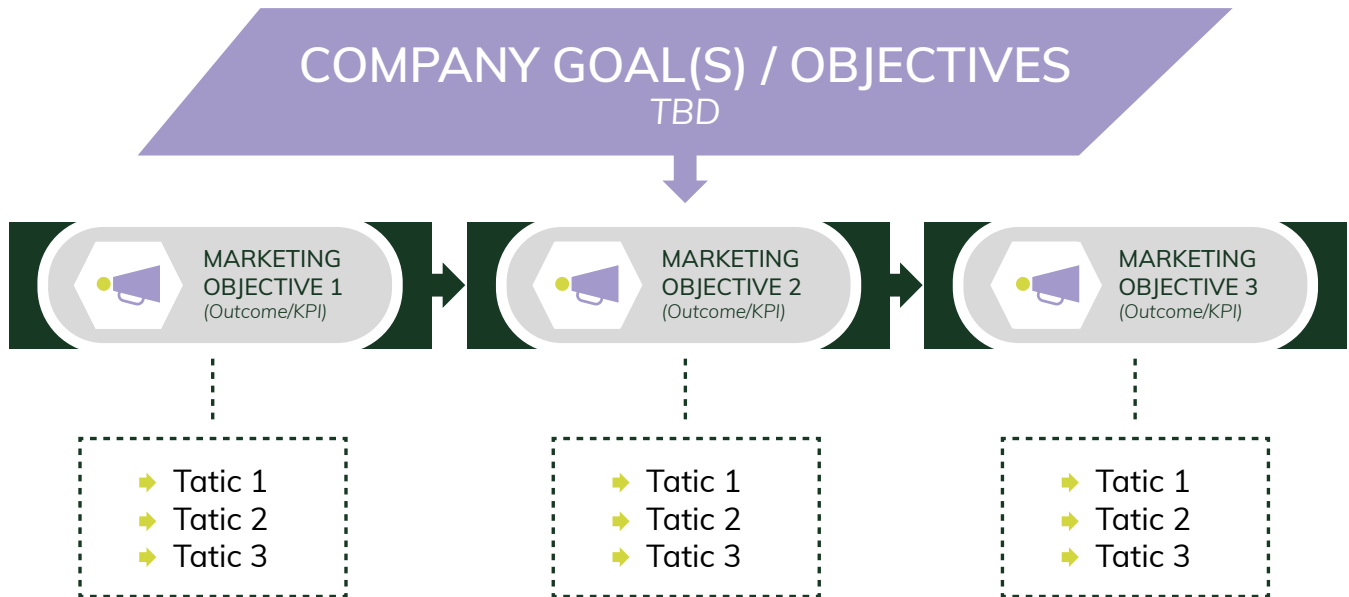
List your top 3 GTM objectives for 2026 from above and outline 2-3 high-level tactics for each, ensuring they align with business goals and address key challenges identified earlier.

	MARKETING OBJECTIVE 1	MARKETING OBJECTIVE 2	MARKETING OBJECTIVE 3
1.			
2.			
3.			



ONE PAGE MARKETING PLAN - TYING IT ALL TOGETHER

Use the information from your worksheet to create a one-page marketing plan like the one below.



Ready to Take the Next Step?

If you'd like personalized guidance to refine your 2026 GTM strategy, we're here to help. Schedule a one-on-one planning session with our team, and let's work together to turn your vision into a concrete, actionable plan for growth.

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