

Go-to-market plan for your SaaS

Product _____ Date _____ Start with section 3: the stop rules use it. hopastudio, draft, not approved.

1. Buyer and problem, in their words

Who buys	
Who else decides	
The problem, in their words	
Where you heard it	
What they use today	
Why they look now	

2. How they buy (self-serve, sales-assisted or sales-led)

How they buy	
First step	
Who pays, and how	
Time from first visit to paid	
What this means for the plan	

3. Price and the target

Price per customer / month		Lifetime value (price x margin / churn)	
Gross margin		Max CAC at 3:1 (LTV / 3)	
Monthly churn		Target CAC under max? (yes or no)	
Paying customers today		CAC payback (CAC / (price x margin))	
Target: new customers		Budget for the test (target x CAC)	
Test length (months)		Budget per month (budget / months)	
Target CAC, your cap		Trials or demos needed (target / trial-to-paid)	
Visits to trials or demos		Per week (needed / weeks)	
Trials or demos to paid		Visits needed (trials / visit-to-trial)	
		Max cost per trial (CAC x trial-to-paid)	
		Max cost per visit (max per trial x visit-to-trial)	

4. Message

One sentence	
Their words to use in ads	
Proof you can show (true only)	
Offer, and the reason to act now	

5. First channel and why

First channel	
Why this one	
Second channel, small test	
Why, and what it must prove	
Not now, and why	

6. Budget and first tests

Test: what you think will happen	Channel	\$/month	Weeks	Number to beat	Result

The tests add up to the budget per month from section 3.

7. Stop rules and the weekly number

The one number every Monday	
Stop a test when	cost per trial above \$ _____ (max cost per trial) after ____ weeks
Stop the plan when	CAC to date above \$ _____ (max CAC) at day ____
Move budget to a test when	cost per trial under \$ _____ for ____ weeks

Weekly table, the Google Sheet and the math: hopastudio go-to-market strategy template (.xlsx). Draft, not approved, Oct 2026.

Go-to-market plan: fictional example

Fictional example. Company X is made up, and every number on this page is invented to show the format.

Product	Company X (fictional): client reporting for small marketing agencies
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1. Buyer and problem, in their words

Who buys	Owner of a marketing agency with 3 to 15 people.
Who else decides	Nobody. The owner pays by card.
The problem, in their words	"Every Monday I lose half a day building client reports by hand."
Where you heard it	12 sales calls and support e-mails (fictional).
What they use today	Spreadsheets and screenshots from each ad platform.
Why they look now	A new client asks for weekly reports.

2. How they buy (self-serve, sales-assisted or sales-led)

How they buy	Self-serve
First step	14-day free trial, no card.
Who pays, and how	The agency owner, by card, every month.
Time from first visit to paid	About 3 weeks.
What this means for the plan	Ads send people straight to the trial. No demo call.

3. Price and the target

Price per customer / month	\$79	Lifetime value (price x margin / churn)	\$1,580
Gross margin	80%	Max CAC at 3:1 (LTV / 3)	\$527
Monthly churn	4.0%	Target CAC under max? (yes or no)	Yes
Paying customers today	40	CAC payback (CAC / (price x margin))	6.3 months
Target: new customers	30	Budget for the test (target x CAC)	\$12,000
Test length (months)	3	Budget per month (budget / months)	\$4,000
Target CAC, your cap	\$400	Trials or demos needed (target / trial-to-paid)	150
Visits to trials or demos	5.0%	Per week (needed / weeks)	11.5
Trials or demos to paid	20.0%	Visits needed (trials / visit-to-trial)	3,000
		Max cost per trial (CAC x trial-to-paid)	\$80
		Max cost per visit (max per trial x visit-to-trial)	\$4.00

4. Message

One sentence	For agency owners who build client reports by hand, Company X sends every client a finished report each Monday, so you get half a day back.
Their words to use in ads	"half a day on reports", "screenshots from five platforms", "clients asking where the numbers are"
Proof you can show (true only)	A 40-second screen recording of a report building itself. 40 agencies pay for it today.
Offer, and the reason to act now	14-day free trial. We set up the first report with you. Set it up before your next Monday report.

5. First channel and why

First channel	Google search
Why this one	Agency owners already search for reporting tools. Search ads reach them while they look, if clicks stay under \$4.
Second channel, small test	Meta (Facebook and Instagram)
Why, and what it must prove	A product video can reach owners who do not search yet. It must bring trials under the same cost.
Not now, and why	LinkedIn ads: clicks cost too much for a \$79 product.

6. Budget and first tests

Test: what you think will happen	Channel	\$/month	Weeks	Number to beat	Result
Specific searches for client reporting cost under \$4 a click, and 5% of visits start a trial.	Google search	\$2,800	6	Cost per trial under the max	
A 30-second product video brings trials from owners who do not search.	Meta (Facebook and Instagram)	\$1,200	6	Cost per trial under the max	

Total \$4,000 a month, against a budget of \$4,000 a month from section 3.

7. Stop rules and the weekly number

The one number every Monday	New paying customers from ads, and CAC to date.
Stop a test when	Its cost per trial is above \$80 after 4 weeks.
Stop the plan when	CAC to date is above \$527 at day 60.
Move budget to a test when	Its cost per trial stays under \$60 for 2 weeks.

Weekly table, the Google Sheet and the math: hopastudio go-to-market strategy template (.xlsx). Draft, not approved, Oct 2026.