

STRATEGY

B2B Go-to-Market Strategy: Enterprise Sales, PLG, and Everything Between

Key insights and actionable frameworks

01

The Context

How Do Buying Committee Dynamics Shape GTM?

B2B buying committees typically include 4-7 stakeholders, each with different priorities and concerns. The CFO cares about ROI and payback period. The CTO cares about technical fit and security.

What Are The Key Differences Between Enterprise And SMB

Enterprise GTM Enterprise GTM targets large organizations (1,000-plus employees) with dedicated sales teams, long sales cycles (6-18 months), and high deal values (500,000-plus per year). Enterprise customers require security audits, compliance verification, and integration with existing systems. Sa

01

What Is Account-Based Marketing (ABM) And How Does

Account-based marketing (ABM) inverts traditional marketing.

02

How Does B2B Content Marketing Drive GTM?

B2B content marketing creates educational materials (blog posts, white papers, webinars, case studies) that solve prospects' problems and attract inbo

03

What Sales Cycle Optimizations Improve B2B GTM?

Qualification Qualification is the first lever.

04

How Should You Price B2B Products?

Cost-plus pricing adds your costs to the desired margin.

05

What Are The Most Important B2B GTM Metrics?

Pipeline velocity measures how fast deals move through your sales funnel.

06

What Can We Learn From B2B Case Studies?

HubSpot HubSpot pioneered inbound marketing as a GTM strategy by publishing free guides on sales, marketing, and customer service.

04 Key Pillars

07

What Are Common B2B GTM Mistakes?

Building a product that no one wants is still the original sin in B2B.

08

Building Your B2B GTM Strategy

B2B GTM success requires understanding that you're selling to committees, not individuals.

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Frequently Asked Questions

How do I determine if a prospect is a good fit for B2B sales? Use qualification criteria: Does the prospect have a budget allocated? Is there a champi

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