



PROBLEM STATEMENT:

To build a successful Go To Market (GTM) plan to drive new product growth.

Client profile

- Insurance Industry
- Global company
- Serves 26M customers

Key Team Roles

- Program Manager
- Business Analyst
- Sales and Service Leads
- Training Specialist
- Marketing Specialist
- Legal and Compliance Leads

Business Impact

- Built a robust GTM strategy and respective blueprint within 10 weeks to enable the client to successfully launch their new product
- Created a comprehensive set of high quality tools and materials to arm existing and future sales agents to grow group insurance revenue
- Test and trialled 4x MVPs
- Created social marketing campaigns to drive awareness amongst Small to Medium Businesses
- Developed a reporting dashboard with the key metrics to measure the success of the new product offering

Our client developed a new insurance product that offers business owners group health and wealth protection plans, that can be customised to suit their business size, needs and budgets. Our client attempted to take the product to market without a robust Go To Market Strategy which unfortunately resulted in minimal uptake. Whiteark was engaged to establish a GTM strategy and arm the team with all the required tools to deliver an effective product launch.

Approach:

- The program of work involved two phases: Discovery & MVP and GTM Blueprint.
- Discovery & MVP: involved analysing current and future state artefacts, scoping areas of alignment and design, developing product training materials for sales and delivering the training, defining the unique selling proposition (USP), assessing customer segments, establish multiple MVPs to test, trial and iterate with client's customers.
- GTM Blueprint: based on the findings from phase one we identified which of our key deliverables required alignment or design. We need to design the sales and service process, a sales training plan, tactical marketing plan, lead generation plan, customer engagement plan and reporting design.

Solution:

- Total timeframe 10 weeks – Discovery through to Delivery.
- Delivered product training materials including 3x user guides, 1x workbook and 1x video tutorial.
- Created alignment in the USP for insurance agents and insurance customers.
- Established 4x MVPs to test, trial and iterate.
- Built a comprehensive set of sales tools, encompassing 10 modules to guide the sales process.
- Created 11x training campaign videos.
- Generated a tactical marketing plan to target new business with a focus on campaigns via social channels.
- Developed lead generation frameworks and training guide on how to build a lead generation strategy.
- Built an effective product awareness presentation and video to build momentum for insurance agents and customers
- Designed a reporting dashboard to track the performance of the new product on a regular basis

DISCOVERY TO DELIVERY

10 weeks

TO DELIVER THE GTM BLUEPRINT

TRAINING MATERIALS

26 tools

TO SUPPORT SALES

MARKETING CAMPAIGNS

6x

TO SUPPORT SOCIAL CHANNELS