

Plug-and-Play GTM Budget Planner

Launch smart. Spend smarter. Here's your battle-tested template for building a lean, high-impact Go-To-Market (GTM) budget.

Section 1: Core Budget Assumptions

Target Audience:

- [Define your tight beachhead market]

Launch Goal (Next 90 Days):

- [e.g., 100 signups, 50 demos, 10 closed customers]

Launch Budget (Max Cap):

- [\$ Amount]
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Section 2: Channel Planning

Primary Acquisition Channels: (Pick 1–2 Max)

- [e.g., Cold Email, LinkedIn Organic, Paid Ads, Communities]

Estimated Spend Per Channel:

- Channel 1: \$_____
- Channel 2: \$_____

No-Cost Channels:

- [List your free traffic sources like partnerships, LinkedIn posts, content marketing]

Section 3: Essential Tools Stack

Landing Page Builder:

- [e.g., Carrd, Webflow] | Est. Monthly Cost: \$_____

CRM or Tracking Spreadsheet:

- [e.g., Airtable, Google Sheets] | Est. Monthly Cost: \$_____

Email/Outreach Tools:

- [e.g., Apollo, Lemlist] | Est. Monthly Cost: \$_____

Analytics:

- [e.g., Google Analytics, Plausible] | Est. Monthly Cost: \$_____

Other:

- [Additional tools if absolutely necessary]

Section 4: Core Activities and Budget

Activity	Tool/Method	Estimated Cost	Notes
Landing Page Creation	[Tool Name]	\$_____	Launch offer page
Content Creation	[DIY or Freelance]	\$_____	Social posts, blog posts

Cold Outreach Campaign	[Email Tool]	\$_____	List-building & outreach
Paid Ads (if any)	[Platform]	\$_____	Tight targeting only
Retargeting Campaign (opt)	[Meta/Google Ads]	\$_____	Only if warm traffic grows

Section 5: Weekly KPIs to Track

- Website Visitors: _____
 - Email Signups: _____
 - Demo Bookings: _____
 - Customer Conversions: _____
 - CAC (Cost Per Customer): _____
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Quick Tips for a Lean GTM Launch

- **Prioritize Speed:** Launch imperfectly. Iterate weekly.
 - **Focus Narrowly:** Depth beats width in early stages.
 - **Talk to Customers:** 10x faster learning vs. guessing.
 - **Spend Where Learning Is Fastest:** Small experiments > Big bets.
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Final Reminder:

If it doesn't directly help you reach or convert your beachhead market, it doesn't belong in your GTM budget.

Stay lean. Stay focused. Stay dangerous.

Created for early-stage SaaS founders who want real traction without burning cash.