



Product Marketing Services for B2B SaaS Category Leaders

The Challenge

B2B SaaS markets are moving faster than ever. Competitors multiply, technology evolves rapidly and buyers expect clarity from the first interaction. At the same time, buyers are overwhelmed with information while product marketing teams are stretched thin, often responsible for supporting multiple products, launches and revenue initiatives.

What We Do

GTM Studios helps product marketing and go-to-market leaders bring clarity to crowded markets. We enable organizations to communicate value from the first interaction limiting the need to expand headcount. Our goal is simple, turn product innovation into clear market leadership.

Key Benefits



Sharper Positioning

Define clear positioning, messaging and value proposition that differentiates your product and resonates with buyers.



Align GTM Execution

Ensure product, marketing, sales and customer success teams operate with a unified strategy and consistent narrative.



High- Impact Launches

Bring products to market with structured launch strategies that generate real adoption and momentum.



Stronger Sales Conversion

Equip sales and growth with the narratives, tools and messaging needed to convert interest into pipeline and revenue.



→ **GTM Playbooks and Strategy**

Build the Foundation for Scalable Growth

A strong go-to-market strategy aligns product, marketing, sales and customer success around a clear path to market. Without that alignment, messaging fragments, launches lose momentum and teams struggle to communicate value consistently.

We develop practical GTM playbooks that turn strategy into a clear execution, guiding how your organization positions products, targets markets and drives growth.

Services include:

- GTM strategy in a detailed playbook
- Defined target industries/segments, ICP and buyer personas
- Clear positioning and messaging
- Three primary competitor battlecards
- Channel strategy and activation plan
- Defined success metrics/goal setting

→ **Product Launches**

Turn Product Innovation into Market Momentum

Product launches are critical moments in a company's growth. Without a clear strategy, even strong products struggle to gain traction. Messaging becomes inconsistent and teams lack alignment on how to bring the product to market.

We help organizations plan and execute launches that connect product innovation to clear customer value, ensuring teams are aligned, messaging is consistent and launches generate pipeline and close deals.

Services include:

- Launch strategy and success criteria
- Competitor analysis
- Product positioning and messaging
- Cross-functional launch plan including outbound assets and internal launch readiness
- Asset creation
- Post-launch activation guidance

→ Sales Enablement

Equip Revenue Teams to Win More Deals

Even the strongest product positioning fails if it never reaches real customer conversations. Sales teams need a clear story, practical tools and the confidence to communicate differentiated value in competitive deals.

We help organizations translate product positioning into sales narratives and enablement tools that teams actually use.

Services include:

- Clear sales narratives
- Strategic sales enablement assets and plans
- Structured product demo narratives
- Sales training sessions

→ Fractional PMM Support

Senior Leadership without the Full-Time Headcount

As companies grow, product marketing becomes critical to scaling go-to-market efforts. Yet many organizations are not ready to hire a full-time product marketer or expand their internal teams.

We provide fractional product marketing leadership to strengthen positioning, support launches and align revenue teams without adding permanent headcount. We partner with stakeholders to deliver both strategic guidance and hands-on execution across key GTM initiatives.

Services include:

- Strategic product marketing consulting
- Product narrative development and alignment
- Product launch strategy and support
- Sales enablement development
- Campaign assistance
- Flexible support on a project-to-project or retainer basis

Product Marketing Expertise You Can Rely On

As a full-service product marketing agency, we bring decades of product marketing experience across complex, highly regulated and high-growth industries. We're here to help you get product marketing right. We roll up our sleeves and work alongside your team to make sure you succeed.

→ FAQ

When should a company work with GTM Studios?

We work with companies across all stages of growth. Organizations typically engage with us when developing or refining their GTM strategy, preparing to launch a new product or feature, or when they need additional product marketing support but are unsure where to start.

Do you work with early-stage startups or established companies?

Both. We support founders and early-stage teams building their first GTM strategy as well as established organizations refining positioning, launching new products or strengthening sales enablement.

How quickly can GTM Studios get up to speed on our product and market?

We begin every engagement with structured discovery across product, marketing and sales teams, combined with market and competitive research. This allows us to quickly understand your product, customers and buyer landscape.

How much does it cost to work with GTM Studios?

Pricing varies based on the scope and complexity of the engagement. We tailor each project to your specific needs and also offer customized retainer options based on your company's size, growth stage and level of support required.