

Category	GTM Item	Owner	Audience	L1	L2	L3	L4	L5
Strategic Framework	Go-to-Market Document	Marketing, Product	Internal			✓	✓	✓
	Pricing Strategy	CPO	Internal					✓
	Distribution Strategy	CRO	Internal					✓
	Winning Worksheet	Product	Internal			✓	✓	✓
	Competitive Analysis	PMM	Internal				✓	✓
	Nomenclature and Terminology	PMM, Product Services, Product	Internal				✓	✓
	Positioning Document / Value Strategy	PMM	Internal				✓	✓
	Mini-Positioning (Feature Write Up)	PMM	Internal			✓		
	Messaging Guide (with ICP)	PMM	Internal				✓	✓
	Communication Strategy, incl. determining Launch Date	Marketing, Product	Internal			✓	✓	✓
Assets	Global Sales Deck	PMM	External	✓	✓	✓	✓	✓
	Product Sales Deck	PMM	External	✓	✓	✓	✓	✓
	Partner Sales Guide	Partner	External	✓	✓	✓	✓	✓
	Pricing Sheets	PMM, Channel Enablement	External					✓
	Datasheet	PMM	External	✓	✓	✓	✓	✓
	Promotions/Spiffs	Marketing, Revenue Leadership	External					✓
	Win Stories	PMM, Customer Marketing	External				✓	✓
	Internal Documentation	BPM, Support, SE, Finance, etc.	Internal		✓	✓	✓	✓
	All Things/FAQ	BPM, SE	Internal			✓	✓	✓
	Partner FAQ	Channel Enablement	External				✓	✓
	Screenshot Update	PMM	External	✓	✓	✓	✓	✓
	Product Video	Marketing	External				✓	✓
	Product Video	Product Services	External				✓	✓
	Quarterly Product Updates (Video)	Product Services	External	✓	✓	✓	✓	✓
	Change Log	Product Services	External	✓	✓	✓	✓	✓
	Pendo Walk Through	Product Services	External			✓	✓	✓
	KnowBe4 Website	Marketing	External	✓	✓	✓	✓	✓
	Customer Facing Roadmap	Marketing	External				✓	✓
	Partner Online Courseware	Partner	External	✓	✓	✓	✓	✓
	Webinar Abstract	PMM, Marketing	External	✓	✓	✓	✓	✓
Communications	In App Banner	Product Services	External				✓	✓
	Pendo Release Notes	Product Services	External	✓	✓	✓	✓	✓
	Pendo Announcement	Product Services	External	✓	✓	✓	✓	✓
	Marketing Customer Communication	Marketing	External		✓	✓	✓	✓
	Marketing Prospect Communication	Marketing	External				✓	✓
	Press Release	Marketing	External			✓ (evaluate)	✓	✓
	Blog Post	Marketing	External			✓ (evaluate)	✓	✓
	Social Post	Marketing	External				✓	✓
	Critical Alerts (email)	Product	External			✓	✓	✓
	KnowBe4 Community Post	Product Services	External		✓	✓	✓	✓
	Partner Portal	Partner Marketing	External		✓	✓	✓	✓
	Partner Email	Partner Marketing	External				✓	✓
	Partner LinkedIn	Partner Marketing	External				✓	✓
	Email from Marketing/Corp Comms	Marketing	Internal			✓	✓	✓
	Emails from Enablement to Revenue	Enablement	Internal			✓	✓	✓
	Product Announcements Slack Channel	Product	Internal		✓	✓	✓	✓
	Channel Slack Channel	Channel	Internal		✓	✓	✓	✓
	General Slack Channel	Marketing, Product	Internal				✓	✓
Events & Activities	Quarterly Product Webinar	Product, Marketing	External				✓	✓
	Partner Live Training Events	Partner Marketing	External	✓	✓	✓	✓	✓
	Corporate Events (KB4-CON, RSA, BlackHat)	Marketing	External				✓	✓
	Internal Events (RKO, Summits)	Marketing	Internal				✓	✓
	SE Joins Seller Standup	SE, Revenue Leadership	Internal			✓	✓	✓
	PM Joins SE Standup	Product, SE	Internal			✓	✓	✓
	PMM Joins Marketing Standup	PMM, Marketing	Internal			✓	✓	✓
	Daily Briefing	Product	Internal			✓	✓	✓
	EEP (Executive Expansion Planning)	All	Internal			✓	✓	✓
	Workflow Audit (Smartsheet/Slack)	SE	Internal			✓	✓	✓
	Webinar (Demand Gen)	Marketing	External	✓	✓	✓	✓	✓