

Go-to-Market Strategy

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GTM Thesis

The Fortnox ecosystem is our distribution. 598,000 Swedish companies use Fortnox for accounting. When they outgrow Fortnox Lager (369 SEK/month, basic inventory), there is no natural next step at affordable pricing. Plock is that next step — discoverable in the Fortnox Marketplace, integrating deeply with Fortnox, and priced to be an easy yes for a company already paying Fortnox 600-1,200 SEK/month.

Three GTM Motions (Run in Parallel)

#	Motion	Description
1	Product-led growth (PLG)	Self-serve onboarding, free trial, Fortnox Marketplace visibility
2	Content + SEO	Own Swedish WMS search terms, educate the market
3	Direct sales	Target Bitlog churners and Fortnox Lager outgrowers proactively

Channel 1 — Fortnox Marketplace (Priority #1)

Why it is the most important channel:

- 598,000 Fortnox customers = exact target audience
- Fortnox marketing: ~500,000 customers waiting for your integration
- Customers searching WMS or lagerhantering in Marketplace find Plock
- Instant credibility — Fortnox has reviewed and approved the integration
- No cold outreach — customers come pre-qualified

Action plan:

1. Build deep Fortnox OAuth2 integration (Gates 5-6)
2. Apply to Fortnox Marketplace developer programme
3. List Plock with Swedish copy, screenshots, pricing
4. Co-marketing with Fortnox team (case studies, newsletter)

Channel 2 — SEO and Content Marketing

Target Keywords (Swedish)

Keyword	Monthly searches (est.)	Intent
lagersystem	2,400	Informational
WMS system	1,600	Informational
lagerhantering system	880	Commercial
basta lagersystem	720	Commercial
lagersystem e-handel	590	Commercial
WMS Sverige	480	Commercial
lagersystem pris	390	Transactional
Fortnox lager alternativ	210	Transactional

Content Plan

Content type	Topic	Goal
Comparison page	Plock vs Fortnox Lager	Capture outgrown Fortnox Lager searches
Comparison page	Plock vs Ongoing WMS	Capture cheaper WMS searches
Guide	Basta lagersystem for e-handel 2026	Top-of-funnel Swedish SMB
Calculator	ROI-kalkylator — spara med smart plockning	Lead gen, email capture
Case study	Customer 1: before/after (Month 6)	Trust, conversion

Channel 3 — Direct Sales

Target 1: Bitlog Churners

Bitlog is a Swedish WMS with negative Capterra/G2 reviews (bugs, poor support, 499-700 EUR/month).

Intent signals:

- Negative Capterra review in last 90 days
- LinkedIn post about looking for WMS
- Fortnox community forum post about alternatives

Outreach: Personal email from Alem, offer free migration + 3 months discount.

Target 2: Fortnox Lager Outgrowers

Companies using Fortnox Lager + growing order volume signal WMS need.

Intent signals:

- Fortnox Lager customer with 500+ orders/month
- Job ad for lagerarbetare posted on Indeed/LinkedIn
- Shopify store with 1,000+ monthly orders + no WMS integration

Ideal Customer Profile (ICP)

Primary ICP: Swedish E-Commerce Growing Out of Fortnox Lager

Attribute	Value
Company type	Swedish e-commerce (B2C or D2C)
Annual revenue	SEK 5M-50M
Order volume	500-5,000 orders/month
Warehouse workers	2-15
Current WMS	Fortnox Lager or Excel
Accounting	Fortnox

Attribute	Value
Budget	SEK 2,000-4,000/month for WMS
Decision maker	Founder or Operations Manager
Decision timeline	1-4 weeks (no procurement committee)

Launch Plan

Phase	Timeline	Goal
Private Beta	Month 1-3	5 design partners (free), intensive feedback
Public Beta	Month 4-6	Fortnox Marketplace launch, 20 paying customers
GA Launch	Month 7	Press, SEO live, 50 paying customers
Nordic Expansion	Month 12+	Norway, Denmark, Finland localisation

KPIs

KPI	Month 3	Month 6	Month 12
Paying customers	5	30	100
MRR (SEK)	15K	90K	300K
ARR (SEK)	180K	1.08M	3.6M
Churn rate	less than 5%	less than 3%	less than 2%
NPS	above 40	above 50	above 60
Fortnox Marketplace installs	10	60	200

Budget (Indicative)

Item	Monthly (SEK)
Claude API (AI Chat)	2,000-10,000
Infrastructure (cloud hosting)	3,000-8,000
Fortnox Marketplace fee	TBD (rev share or fixed)

Item	Monthly (SEK)
Content / SEO	5,000
Total operating cost (early)	~15,000-25,000 SEK/month
Breakeven (Growth plan avg 2,990 SEK)	~8-9 customers

Revision #3

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