

# Orange Owl Hosts Pivotal GTM Workshop for Startups at Draper Startup House, Hyderabad

*Orange Owl hosted a GTM workshop at DSH Hyderabad empowering startups with essential marketing strategies. Participants praised the practical insights provided.*

HYDERABAD, TELANGANA, INDIA, July 23, 2024 /EINPresswire.com/ -- In a move to strengthen marketing foundations among startups, Orange Owl recently hosted a pivotal [Go-To-Market \(GTM\) strategy](#) workshop in collaboration with DSH, Hyderabad. This event marks a significant step in Orange Owl's ongoing efforts to empower emerging businesses with robust marketing strategies, distinguishing itself by focusing on startups' unique needs.

The workshop was designed to address a critical gap identified by Orange Owl: many startups jump into execution without a clear marketing strategy, often lacking a documented GTM plan. Observations revealed that over 70% of startups engaged with Orange Owl had not developed a formal GTM strategy, leading to inefficient marketing efforts and unclear business direction.

During the interactive sessions, participants were equipped with the necessary tools to create effective GTM strategies. The focus was on



understanding the importance of a well-defined value proposition and selecting appropriate marketing channels based on strategic foundations. The event drew substantial participation from local startups, reflecting a keen interest in refining marketing approaches to support scalable business growth.



The feedback from the workshop was overwhelmingly positive, with participants praising the practical insights and clear guidance on structuring their marketing strategies. Vishnu V K, Co-Founder of Sohamm, highlighted the effectiveness of the session, stating, "The workshop was very helpful, presenting the case for purposeful marketing in simple language. The examples provided enhanced the insights, and the outlined follow-up action steps were particularly valuable from a business owner's perspective."

[Vivek Goel, founder of Orange Owl](#), shared his perspective on the importance of a solid GTM strategy, emphasizing that "A clear GTM strategy not only sets a defined path but also ensures that startups are not navigating in the dark. It is crucial for aligning marketing efforts with business goals effectively."

The success of the workshop has prompted Orange Owl to plan further sessions, aiming to continue supporting startup communities and enhancing their marketing capabilities.

As Orange Owl remains dedicated to empowering businesses with actionable strategies, this workshop series will play a critical role in fostering a robust entrepreneurial ecosystem in Hyderabad and beyond.

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