



## MARKETING CANVAS TEMPLATE

To ensure you have a robust marketing plan, we recommend you start with the marketing canvas to get a very good overall understanding of what is required. The detail of the canvas will be covered in a follow up workshop, but it is important at this point to have a good overview of the information that you will cover.

The Marketing Canvas topics include:

- Customer journey / pain points
- Key activities
- Key metrics
- Value proposition
- Content / promotions
- Audience segments / customer personas
- Marketing channels
- Cost structure
- Projected ROI

## AN OVERVIEW OF THE MARKETING CANVAS BELOW:

### Customer Journey/ Pain Points

- Identify key interactions that a customer has with an organisation
- How do customers use the product?

### Touchpoints

Actions	>	Motivations
Questions	>	Pain Points

### Key Activities

- Detailed schedule of marketing activities
- When to develop, build, write, and execute

Activity	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1. Content creation												
2. Social media												
3. Email marketing												
4. Paid advertising												

### Key Metrics

**Key activities to be measured:**

- Increase in sales / revenue
- Number of new customers
- Number of new leads
- Increase in website traffic
- Conversion rate (conversion funnel)
- Marketing ROI
- Cost per lead
- Increase in customer retention
- Customer acquisition cost
- Quantified increase in awareness
- Quantified increase in brand perception
- Quantified increase in purchase intent

### Value Proposition

- Promise of value to be delivered
- What core value do you deliver to your audience?
- What key needs are you satisfying?

What makes us uniquely different?

What do they want?

Who do we work with?

### Content/ Promotions

- What relationship does the key audience expect you to establish?

### Audience Segments/ Customer Personas

- Which groups are you creating value for?
- Who is your most important audience?
- Create customer personas

**What does she:**

**THINK AND FEEL?**

- What really matters to her?
- What occupies her thinking?
- What worries and aspirations does she have?

**SEE?**

- What things in her environment influence her?
- What competitors is she seeing?
- What is she seeing friends do?

**SAY AND DO?**

- What is her attitude towards others?
- What does she do in public?
- How has her behavior changed?

**HEAR?**

- What are friends family and influencers saying to her that impacts her thinking?

**PAIN**

- What fears, frustrations or obstacles is she facing?

**GAIN**

- What is she hoping to get?
- What does success look like?

### Marketing Channels

- Through which channel does your audience want to be reached?

Outbound Marketing	vs	Inbound Marketing
<ul style="list-style-type: none"> <li>Telemarketing</li> <li>Direct Mail</li> <li>Trade Shows</li> <li>TV/Radio Ads</li> <li>Email Blasts</li> <li>Print Ads</li> </ul>		<ul style="list-style-type: none"> <li>SEO/SEM</li> <li>Blogging</li> <li>Social Media</li> <li>Content Generations</li> <li>Online Videos</li> <li>Newsletter</li> </ul>

### Cost Structure

- What are the most important costs in your company?
- Which key resource/activity is most expensive?

### Projected ROI

- For what value are your audience willing to pay?
- How do they currently pay vs. how would they like to pay?