

THE MARKETING CANVAS

GOALS

Define your goals qualitatively and quantitatively? What is your growth gap?

..... € (= customers x€/month x 12) for the period

MARKET

Define the market where you will play!
Where is your market on the growth curve?
Measure the market where you will play!

BRAND

Why you do business is more important than how you do business.



VALUE PROPOSITION

It goes deep into the problems you want to solve for people, and what makes you the right one for the job.



CUSTOMERS

Portrait 3 personas that represent your customers in the chosen market.

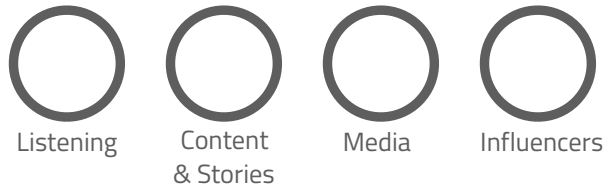


COMPETITOR

In the chosen market, what does the competition look like?

CONVERSATION

More than monologue, it is all the conversations you have with your ideal buyer.



JOURNEY

The journey is the complete sum of experiences that your customers go through when interacting with your brand.

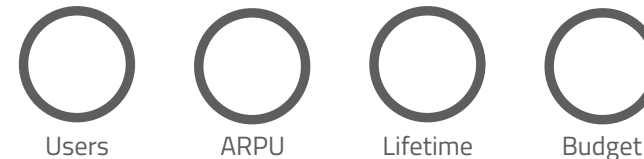


TRENDS

In the chosen market, what are the most influential trends?

METRICS

Metrics you should define for a viable business model and strategy



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