

MARKETING CARDS



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Marketing Cards

The Marketing Cards help you to think of all that is needed to create the best message for your customers. Each card gives you an example of how you could build your message. The cards are divided into six groups: the goals you would like to reach; the format of your message; the content of your message; the channels for distributing your message; the metrics for measuring success; and the emotion you would like your customers to feel. With a clear message you can better reach your customers.

Template & example

Use the Marketing Cards and template in order to brainstorm about your message to (potential) customers. Have a look at the example for READID software to get inspired and learn from the practical application of the Marketing Cards.

How to use

The Marketing Cards give you inspiration in creating a message for your (potential) customers. Follow these nine steps to complete the marketing board and play with the marketing cards:

Step 1

Start by describing your (potential) customers that will receive your message. Make this group specific by adding characteristics like age, gender, lifestyle, interests. But keep it simple, do not use too many words.

Step 2

Describe the product or service for which the message is created. Usually a marketing message is used to create visibility for something that your company offers. When your message is not related to your products or services you can leave this space empty.

Step 3

With your customer and product in mind you can choose the goal(s) of your message. What do you want to achieve after (potential) customers have heard your message. Do you aim for more sales or just for more visibility in the market?

Step 4

Select the format(s) that best fit(s) your message. How will you make your message known to your (potential) customers? Will it be a video, an infographic or an e-mail?

Step 5

Choose the content of your message. Your message needs to be about something, so you need to think about what content will appeal to your (potential) customers. Would they like to see a quiz, an experiment, a guide, or a product?

Step 6

Select the channel(s) for sending out your message. Your message needs to be brought to your (potential) customers somehow. You need a channel to distribute your message. Do you want to use social media channels or more traditional channels like television?

Step 7

Choose the right metric(s). You only know whether you reached your goal if you measure. You need metrics to measure the success of your message. Do you want to measure the number of new visitors for your websites, positive reviews, average revenue per customer or Facebook likes?

Step 8

Select the emotion(s) that you want to trigger with your message. Your message needs to capture the attention of your (potential) customers. Your message needs to respond to a certain emotion. Do you want your (potential) customers to find your message illuminating, cool, or surprising?

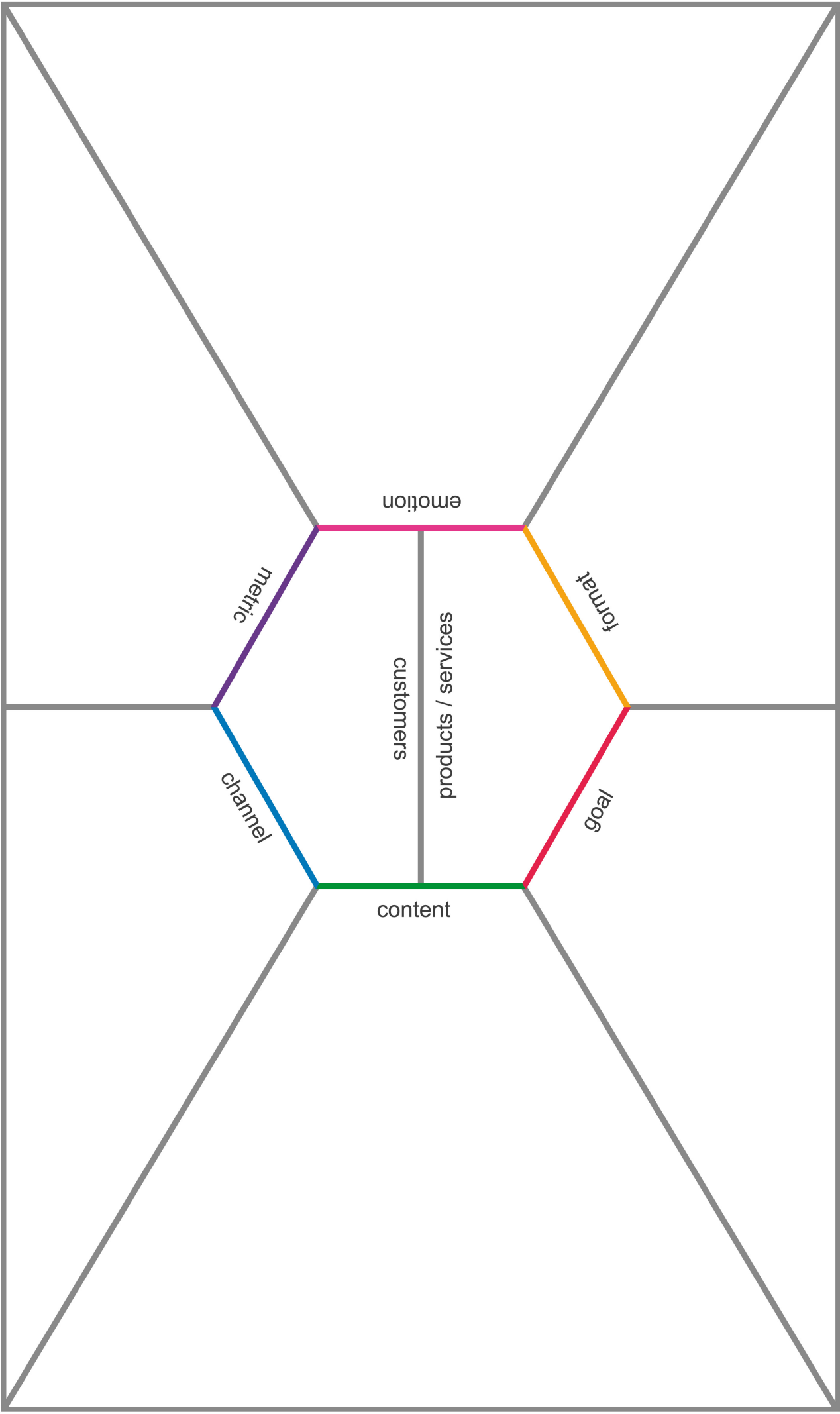
Step 9

Look over your marketing canvas, do the cards match with each other? For instance, do the metrics and goals correspond with each other?

Tip: if you think of a channel, metric or other element that is not in the set of cards you can just write them on the canvas.

marketing cards

name _____




date _____

Goal

Goal

Leads



Goal

Reach



Goal

Members



Goal

Branding



Goal

Sales



Goal

Shares



Goal

Engagement



Goal

Product awareness



Goal


Event awareness



Format

Format

Video



Goal

Web traffic




Format

Image



Format

Event



Format



Game

Format



Flyer

Format



Press release

Format



Infographic

Format



Goodie

Format




Slideshow

Format



Webinar

Format




App

Format



E-mail

Format



Blog / vlog

Content

Content



Interview

Format




Article

Content



Quiz

Content



Review

Content

Checklists



Content

**Experiment /
research**



Content

Best practice



Content

Product



Content

(Expert) opinion



Content

Gallery



Content

Framework



Content

Guide



Content

Event



Content

Survey



Content

Analysis




Content

Demo



Content

Testimonial



Content

Case study



Content

Data / statistics



Content


News



Channel

Channel

Forum



Channel

Twitter




Channel

LinkedIn



Channel

Blog



Channel

Web advertising



Channel

Facebook




Channel

Youtube



Channel

Flickr



Channel

Television



Channel

Instagram



Channel

Snapchat



Channel

Google+



Channel

Slideshare



Channel

Printed advertising




Channel

Radio



Channel


Pinterest

Channel


Website

Metric


New leads

Metric

Metric


New sales

Metric


Unique visitors


Metric

Metric


Downloads

Metric


New visitors



Social metrics
Likes, retweets

Metric


Reviews

Metric

Metric


Customer retention

Metric


New members


Market share

Metric


Profit margin

Metric

Metric

NPS

Net promoter score

Metric



Search metrics
Google searches

Metric



New signups /
signoffs

Metric



Page views

Metric



Activity time


Metric



Visit frequency

Emotion

Emotion



Shocking

Emotion




Unbelievable

Emotion




Cool

Emotion



Sexy

Emotion



Moving

Emotion



Controversial

Emotion



Illuminating

Emotion



Cute

Emotion



Inspiring

Emotion



Funny

Emotion



Surprising

Emotion



Disgusting

