



**Marketing Campaign Model Canvas**



${tool\_builder\_mc\_mc\_prospect\_personas}

*Prospect Personas*



*Prospect Problems*

${tool\_builder\_mc\_mc\_prospect\_problems}



*Value Proposition*

${tool\_builder\_mc\_mc\_value\_proposition}



${tool\_builder\_mc\_mc\_channels}

*Channels*



${tool\_builder\_mc\_mc\_content}

*Content*



*Key Activities*

${tool\_builder\_mc\_mc\_key\_activities}



*Key Metrics*

${tool\_builder\_mc\_mc\_key\_metrics}



${tool\_builder\_mc\_mc\_kost\_structure}

*Cost Structure*



*ROI*

${tool\_builder\_mc\_mc\_roi}