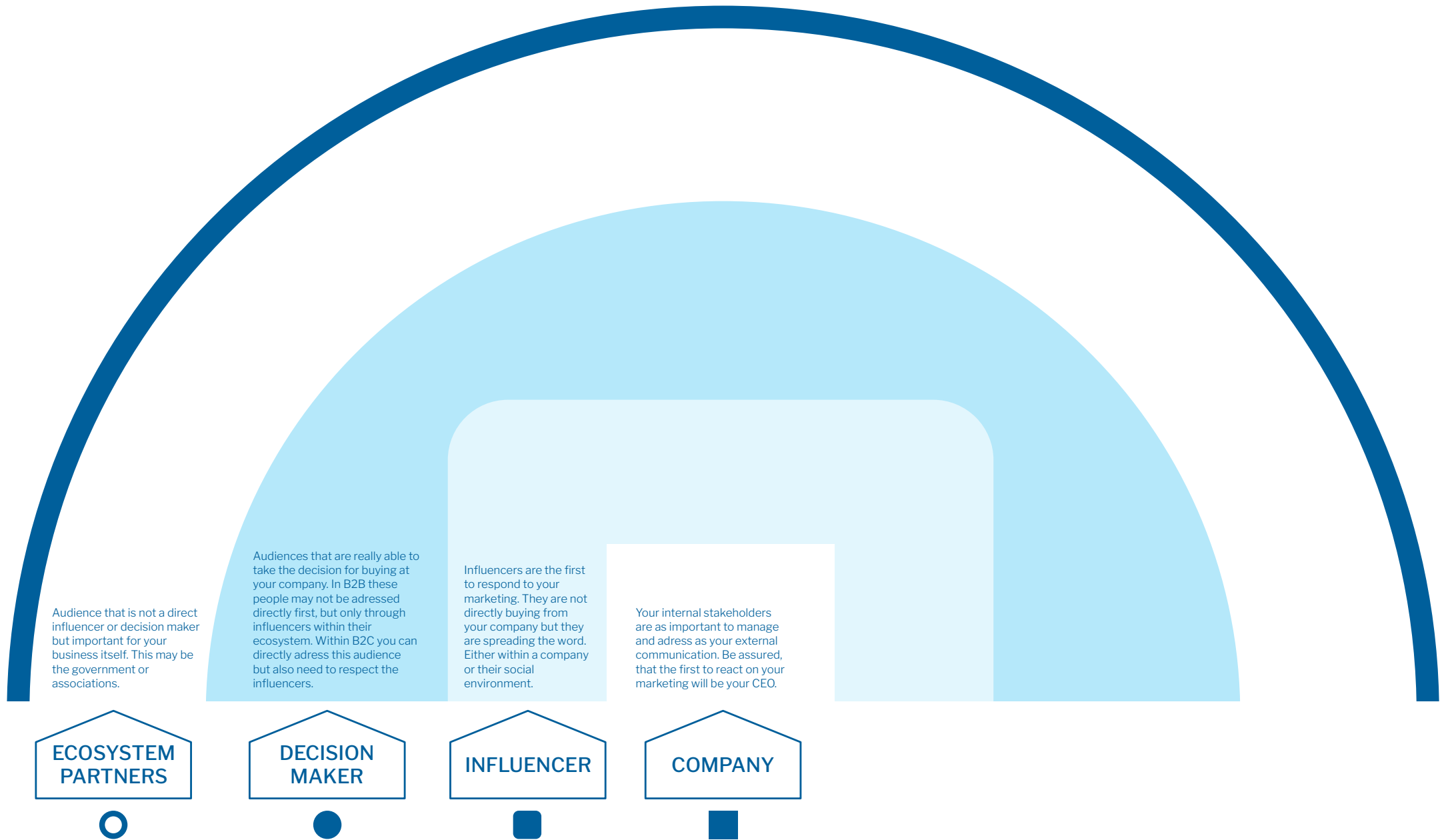


# THE TARGET AUDIENCE CANVAS

## MARKETING STRATEGY TOOLKIT 1.0

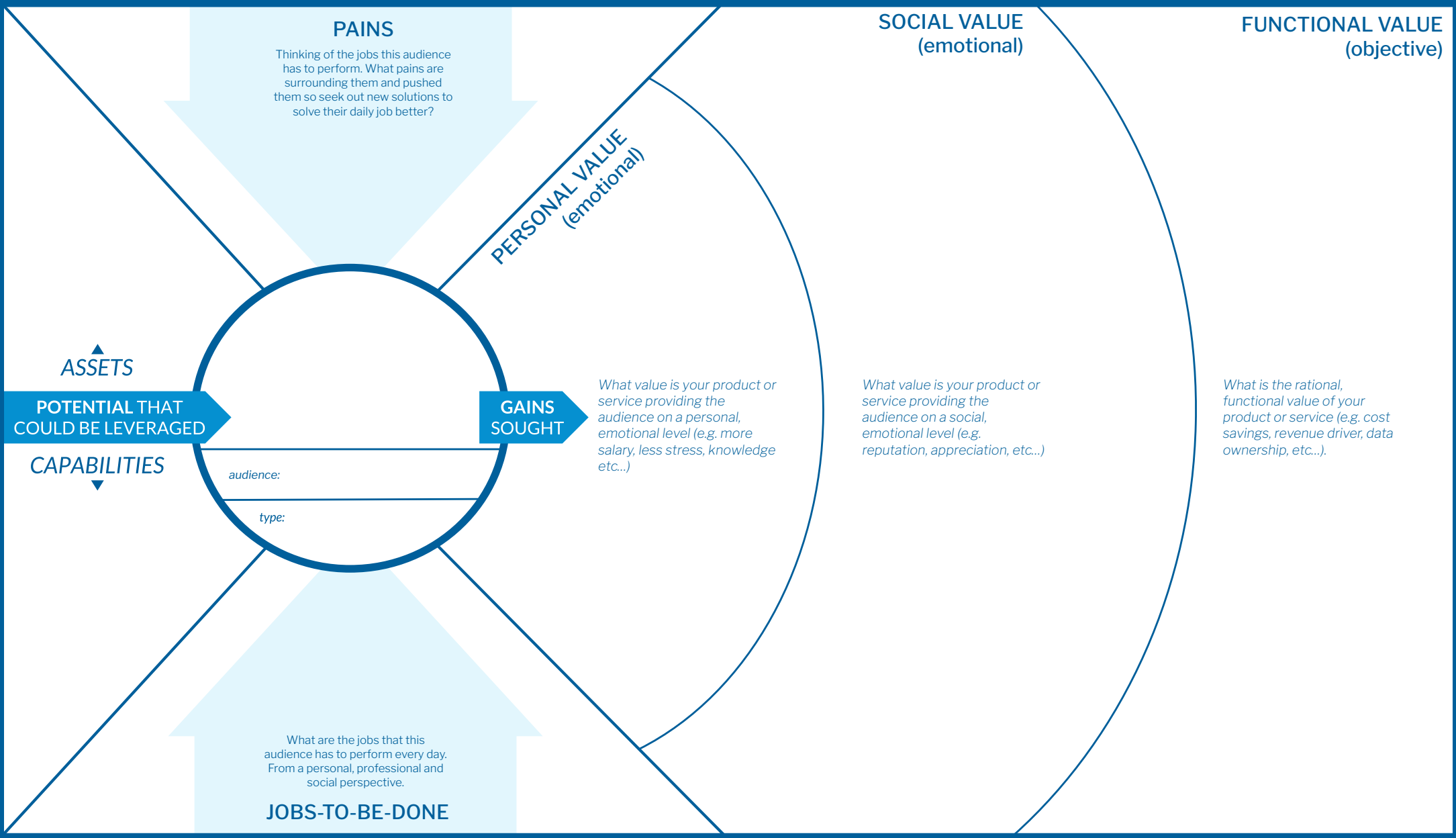
notes



# THE AUDIENCE PORTRAIT CANVAS

## MARKETING STRATEGY TOOLKIT 1.0

notes



# THE BRAND VALUE CANVAS

## MARKETING STRATEGY TOOLKIT 1.0

notes

|          |    |    | main topics | channel         | channel         | channel         |
|----------|----|----|-------------|-----------------|-----------------|-----------------|
| audience |    |    |             | topics          | topics          | topics          |
| IN       | DM | EP |             | value exchanged | value exchanged | value exchanged |
| audience |    |    |             | topics          | topics          | topics          |
| IN       | DM | EP |             | value exchanged | value exchanged | value exchanged |
| audience |    |    |             | topics          | topics          | topics          |
| IN       | DM | EP |             | value exchanged | value exchanged | value exchanged |
| audience |    |    |             | topics          | topics          | topics          |
| IN       | DM | EP |             | value exchanged | value exchanged | value exchanged |
| audience |    |    |             | topics          | topics          | topics          |
| IN       | DM | EP |             | value exchanged | value exchanged | value exchanged |



# THE JOURNEY CANVAS

## MARKETING STRATEGY TOOLKIT 1.0

notes

### LEAD GENERATION

How to you attract people to your owned media? How do you provide value within third party networks to get them on your own channels?

### LEAD NURTURING

What is valuable enough for new visitors on your owned channels to stay in contact with you and your brand? What is your offering?

### DEAL CLOSURE

When is your relationship ready to ask if your followers would like to buy a product or service from you? Make sure to properly identify this turning point for yourself.

### RETENTION

How do you continuously provide value to your customers? Don't stop at first sales but try to keep them engaged and be able to push the value of your relationship for mutual benefit.

GAINS  
SOUGHT

What is the offered value that drives your campaign?

What is the offered value that drives your engagement?

What is the offered value that drives your conversion?

What is the continuous value that drives your customer lifetime value?

MOMENT  
CONTEXT

What is the moment where you catch your audience?  
Feelings, intentions...

What is the moment where you catch your audience?  
Feelings, intentions...

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Feelings, intentions...

What is the moment where you catch your audience?  
Feelings, intentions...

CHANNEL

On what channel do you expect that moment to happen?

On what channel do you expect that moment to happen?

On what channel do you expect that moment to happen?

On what channel do you expect that moment to happen?

CAMPAIGN

What micro campaigns do you identify from this context

What micro campaigns do you identify from this context

What micro campaigns do you identify from this context

What micro campaigns do you identify from this context

# THE MICRO CAMPAIGN CANVAS

## MARKETING STRATEGY TOOLKIT 1.0

notes

|                      |  |  |  |  |  |  |                             |    |
|----------------------|--|--|--|--|--|--|-----------------------------|----|
| channel / touchpoint |  |  |  |  |  |  | micro campaign name         |    |
|                      |  |  |  |  |  |  | AUDIENCE & GOALS            |    |
| channel / touchpoint |  |  |  |  |  |  | audience                    |    |
|                      |  |  |  |  |  |  | KPI                         |    |
| channel / touchpoint |  |  |  |  |  |  | IN                          | DM |
|                      |  |  |  |  |  |  | EP                          |    |
| channel / touchpoint |  |  |  |  |  |  | next best action            |    |
|                      |  |  |  |  |  |  |                             |    |
| data / system        |  |  |  |  |  |  | DATA & TECHNOLOGY           |    |
|                      |  |  |  |  |  |  | necessary data              |    |
| data / system        |  |  |  |  |  |  | generated data              |    |
|                      |  |  |  |  |  |  |                             |    |
| data / system        |  |  |  |  |  |  | involved technology systems |    |
|                      |  |  |  |  |  |  |                             |    |
| data / system        |  |  |  |  |  |  |                             |    |
|                      |  |  |  |  |  |  |                             |    |

# THE MARKETING STRATEGY CANVAS

## MARKETING STRATEGY TOOLKIT 1.0

notes

