

# Marketing Strategy Canvas

PROJECTED FOR:

PROJECTED BY:

DATE:

## PRODUCT



Define the good or service and its main features.

Which product is being analyzed?  
Which attributes are important?  
What should be changed in the product, packaging or aggregated services?

## POSITIONING



Describe how your product should be perceived by the market.

How do we want to be recognized?  
Does this perception make us unique?  
Does this perception add value to the customer?

## MESSAGE



Define your value statement and the motto of your communication campaigns.

What's the main concept of our communication?  
What is the campaign slogan or motto?  
Which benefit or concept should be reinforced?

## COMUNICATION



Define which media will be used to reach the segments. Include relationship channels and prospecting ways.

Some examples:  
Social media  
E-mail marketing  
Television  
Radio  
Magazine  
Cold calling  
Social selling  
Search Ads  
Flyers  
Billboards

## SEGMENTS



Define which segments and customer profiles will be the target of communication campaigns.

Some targeting criteria:  
Geographic (neighborhood, city, state, country)  
Demographic (age, income, religion, education)  
Psychographic (personality, lifestyle)  
Behavioral (habits, occasion, preferences)

## DIFFERENTIAL



Define the characteristics that differentiate your product from the others. What makes your offer unique?

What attributes are unique in our product?  
Why does the customer prefer to buy from us?  
For what benefit or advantage are we recognized?

## COMPETITORS



Identify the main competitors and their strengths. Also consider potential substitutes and other customer alternatives.

What is the positioning of the main competitors?  
How are competitors competing?  
Which substitute products can affect our business?

## BRANDING



Define the characteristics and concepts that must be present in your brand. Include the tagline, colors, shapes, etc.

What is the central concept of the brand?  
Is it necessary to modify any attributes?  
What perceptions should the brand provoke?

## PRICING



Define the pricing strategy, discount policies and promotions. If necessary, include negotiation strategies and actions to increase value perception.

What is the pricing strategy?  
What is the appropriate price for the segment?  
When and how will discounts be granted?  
Which payment methods are suitable?

## CONSUMER BEHAVIOR



Define the main characteristics of the customer's behavior, pains, difficulties, desires, fears, purchase triggers, motivations, etc.

What worries and fears does the customer have?  
How does the customer seek a solution?  
What can arouse the customer's need?  
What problems does the customer want to solve?

## DISTRIBUTION



Define the channels and the main strategies for generating value through the distribution chain.

What are the distribution channels?  
How to increase distribution?  
How to add value through the distribution chain?

## MARKETING OBJECTIVES



Define the objectives of the marketing plan.

What do you intend to accomplish with this marketing plan?  
To what period does this plan refer?  
How does it attend the company's strategic planning?

## METRICS



Define the key indicators to be monitored to follow the results of the implementation.

How will we evaluate the results?  
Which indicators will be monitored?  
What goals should be achieved?

## BUDGETS



Define the resources needed to implement the plan. Include people, time, know-how, funds and budgets.

How long will it take to implement the actions?  
Which people and skills will be needed?  
What's the financial investment needed for this plan?  
Where will the resources come from?

