CANVAS

Marketing Automation Strategy Canvas

STRATEGY BUILDING BLOCKS DROPSOLID

Problem

Define the problem that you are facing.

Goal

Define your marketing goals in a SMART way.

Customer Persona

Describe typical characteristics of your visitor / customer.

- Behaviour
- Pains
- Gains
- Frustrations

Data

How is the data stream processed? Is there a connection needed with your CRM?

Channel

Which channels are being used?

Customer journey mapping

The why, how and what of the conversion funnel.

- Awareness
- Acquisition
- Activation
- Retention
- Revenue
- Referral

Assets

Which assets are being used?

Reporting

Define KPI's and how they can be tracked.

- conversion tracking
- asset tracking
- ...

Campaign optimization / data automation

- evaluate flows
- evaluate goals
- adapt
- personalize

Which data can be reused for other campaigns?

- webinar segments
- facebook custom audiences
- connecting / updating data

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