

Marketing Strategy Canvas

Vision

How will the world be a better place if you are successful?

Mission

Who will you help, what will you provide to them, and what outcome will they achieve?

Market Size

What is the size of your total addressable market (TAM)?

Competitors

What is the size of your total addressable market (TAM)?

Value Proposition

For (target buyer), our product is (brief description), ideal for (best use case), better than (enter competitor), because (your key differentiation).

Features – list your key features that drive value.

Benefits:

- Functional
- Emotional

Ideal Customer

Describe your target customer or consumer. Indicate any relevant buyer personas involved in the decision process.

Pains & Gains

Which customer pain points will your product solve? What benefits will your customers receive as a result?

Content

What content assets are needed to help buyers through their purchasing journey?

Channels

How will you acquire your customers? Inside sales, advertising, partners?

Segments

Which segments of the market will you focus on?

Unfair Advantage

What is unique about your product? How is it different than what your competition provides?

Budget

How much money will you require to execute your marketing strategy?

Goals & Metrics

What is your revenue goal? What is your anticipated cost to acquire a customer (CAC)? How long will customers to renew for? What lifetime value (LTV) to you expect? How many leads, demos, and opportunities do you need to generate to hit your revenue goal?