The Digital Marketing Canvas

Develop a strategy to accelerate business growth

Designed for:

Date:

Mission

The company's purpose and reason for being

Vision

The company's long-term, aspirational business goals

Brand

Complete expression of the company that is being communicated creating an experience in the public, both rational and emotional

Acquisition

Getting visitors from scalable channels

Activation

A measurable first happy experience to get to 'aha moment'

Value Propositions

Promise of value to be delivered : benefits and unique differentiation

Referral

Users referring the product to their peers

Revenue

Monetizing users behavior

Target Audience

The customers (existing + ideal) the company serves

Market

The company's market position relative to competition

Retention

Getting users to come back to AARRR sections (as much as possible)

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