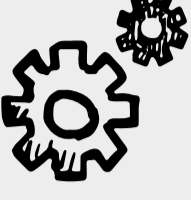





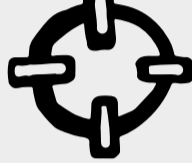






The Digital Marketing Canvas

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 	Value Propositions Promise of value to be delivered : benefits and unique differentiation 	Referral Users referring the product to their peers 	Target Audience The customers (existing + ideal) the company serves 
	Activation A measurable first happy experience to get to 'aha moment' 		Revenue Monetizing users behavior 	
Market The company's market position relative to competition 		Retention Getting users to come back to to AARR sections (as much as possible) 		



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