

The Marketing Plan Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration:

<p>Product Product features? (Size, quality, varieties, gluten free, organic etc.) Product benefits? (Health benefits, convenience, nutrition etc.) How does the product or service fill a buyer's need?</p>	<p>Customer Segments For whom are we creating value? Who are our most important customers? What is the demographic profile? (age, income, culture) Where are they located? Why do they buy your product?</p>	<p>Value Proposition & Positioning What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying?</p> <p>Characteristics <i>Newness</i> <i>Performance</i> <i>Customization</i> <i>"getting the job done"</i> <i>Design</i> <i>Brand/Status</i> <i>Price</i> <i>Cost Reduction</i> <i>Risk Reduction</i> <i>Accessibility</i> <i>Convenience/Usability</i></p>	<p>Price Profit = Revenue - Costs What are our customers willing to pay? What do they currently pay?</p> <p>Cost Fixed Costs (salaries, rents, utilities) Variable Costs (material costs, marketing, labelling, packaging, transportation) Other Costs</p>	<p>Promotions Awareness – How do we raise awareness about our company's products and services? After sales – How do we provide post-purchase customer support? What promotion techniques do you plan to use to communicate to your customers about your product or service? What is your budget for promotions?</p> <p>Promotion Tools Website Social Media Email Advertising</p>	
<p>Channels How are we delivering our product or service? Which channel works best? (direct to consumer, wholesale, direct to restaurant/institution, on-line) Where do our customers want to buy our product?</p>	<p>Competitors Where are they located? What are their key target markets? What are their unique selling points, competitive differentiators? How do they advertise and promote? How is our product similar? How is our product different?</p>		<p>Key Marketing Resources What key resources do we need to implement our marketing plan?</p> <p>Types of Resources Physical Intellectual (brand, data) Human Financial</p>		
<p>Monitoring, measuring and improving How will you measure the effectiveness of your marketing activities? How will you adjust to make improvements?</p>					