Digital Marketing Canvas

The simplest and the easiest tool to build, analyze and test your digital marketing campaign strategy.
1) **Introduction**
2) **Digital Marketing Canvas**
3) **Digital Marketing for Startup** (Under construction)
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Introduction
One of the important steps in running a digital marketing campaign is obtaining information about the business that you want to market. Of course, that is a crucial step; but you need to do more.
After obtaining a good understanding of the business and the market, it is very important that you also learn about the business model of the business that you want to market.
These are some important questions to consider when you are looking at a business model:

- What is the value generated by this business?
- Who is going to pay for and use the value that is generated by the business?
- How does this value reach the customers?
- What is the relationship between the business and the customers?
- What are some key activities and resources?
- Is anyone helping the business to generate value?
- Is this business profitable?
Even a fabulous business model can not be sufficient on its own. No business model can succeed without having a marketing strategy.

The story that we want to share is about one component of a business's marketing strategy: **Digital Marketing Strategy**.
But wait... What is digital marketing?

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.
Definitions are good, but not enough!!!

Regardless of how digital marketing is defined, we need practical tools and strategies to design, analyze and execute digital marketing campaigns in the real world.
Can teams interact based on definitions?

When it comes to teamwork in the real world, team members can not interact based solely on definitions.
We need a tool

Definitions can not be used as a shared language for analyzing digital marketing campaigns.

That`s why we need a tool that can visualize ideas in a sample way to allow team members to communicate with each other, with customers and with the stakeholders.

This tool should be based on the business model and the marketing strategy of the business.

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This is the story that we want to share with you:

Digital Marketing Canvas

a simple, effective and understandable tool to use in digital marketing. We have named this tool the Digital Marketing Canvas (DMC)
Digital Marketing Canvas

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Tactics (How?)

Why DMC?

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These are the main reasons why DMC can be useful:

1) Perfect match for the business model
2) Compatibility
3) Simplicity
4) Beginner and Advance
5) No more paper – No more Blah Blah
6) Agile
7) Time-efficient
8) No one is guilty
9) Story
1) A perfect match for the business model canvas

A digital marketing campaign cannot be designed without having a clear understanding of the business model.
2) Compatibility

DMC is highly compatible with BMC and works as a great addition to it.
2) Compatibility

In designing the DMC, we have done our best to make sure that it can be used in combination with the BMC.
3) Simplicity

One of the biggest advantages of DMC is its simplicity. DMC is simple to learn and simple to use.

The canvas has only eight blocks, which only contain the most important parts of digital marketing campaign.

We have done our best to not complicate the canvas by adding unnecessary details and blocks.
4) Beginner and Advance

If you are a beginner, this tool can be a great start for you to learn about the different aspects of a digital marketing campaign.

If you are an expert in this field, this tool can help you to organize and visualize your ideas on one piece of paper and to communicate your ideas to others more easily.

You don’t need to know everything about digital marketing before you start.
5) No more paper

You sometimes have to carry many pages of paper to explain your ideas in a very short amount of time.
5) No more Blah Blah

Explaining your ideas to your customers, stakeholders and employers can be sometimes painful.
6) Agile

Can you imagine designing a whole digital marketing campaign strategy with only 8 blocks?

We have made this process easier for you. DMC allows you to present your ideas very quickly and easily.
7) Time-efficient

DMC allows you to design your strategy in a time-efficient manner.
8) Who is guilty

When a campaign fails, it is easy for the team members to fall into the trap of finding a person who is at fault.

With DMC, team members never fail, the designs fail.

DMC allows team members to look at their digital marketing strategy together and reflect on their mistakes while making plans for the future.
The blocks in the DMC are not isolated. They connect nicely to provide you and others with a story of your digital marketing strategy.
Digital Marketing Canvas
Value proposition

What is the value that you believe your customer will receive by using your product or service.

Remember that this might be different from the value that your customers desire to receive. This value drives from your business model and your marketing research.
As we explained in the previous chapter, the value in the digital marketing canvas can be the same as the value in the business model canvas.

It can also be the overall message conveyed by the business model.
Value proposition

Furthermore, each single block of the business model can become a value in the digital marketing canvas.
Each Single Block

Digital Marketing Canvas

- **Tactics (How?)**

- **Value proposition (What?)**

- **Channel (Where?)**
For example, GoDaddy is a web hosting company with millions of customers. The “customer relationship” block of their business model canvas includes 24 hour customer service support. GoDaddy has used this 24 hour customer support in its marketing campaign.

This means that a specific block of the business model, the customer relationship, has become a value used in their digital marketing campaign.
Channel

Where is the best place in the digital world to reach your audience?
Remember that your channel can go beyond Internet.

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Designed by: digitalmarketingcanvas.biz
We live in a digital world. These two pictures, taken at the same place at two different times, clearly show the speed at which the world is changing. As more and more people use digital media, marketers need to focus more on digital channels.
Every day, different social networks come into existence and die. By a simple look at the social media landscape or digital marketing landscape, you will notice the enormity of the digital world.

Now the important questions are: where can your target audience be reached in this digital world or which digital media is better able to present your value?
Knowing your target audience can help you to choose the right channel for marketing. On the other hand, lack of knowledge about your target audience can lead to choosing improper channels or one-way communication (rather than a dialogue) with target audience.

Remember that in digital marketing, communication is not one-way and people are interested to participate in the marketing process.
Target Audience

Who would you like to receive your marketing message and learn about the value that your business is promoting.

These people should not necessarily be your customers. This is one of the important distinctions between the DMC and the BMC. The target audience in the digital marketing can be influencers who have direct or indirect influence on your customers. For example, in marketing toys, the target audience might be children who can hopefully influence their parents (customers) to buy the products.
Target Audience

In digital marketing, the target audience can even be individuals who are against your products. The digital marketing campaign`s goal in this case would be to reduce their opposition.

For example, McDonald constantly tries to target individuals who are against fast food for health reasons. In these campaigns, McDonald tries to decrease the negative beliefs about its brand by sending the message that many of its products are healthy.

Finally, the target audience can be your competitor`s customers. By targeting these customers, you might plan to convince them to switch to your products.
Target Audience

There are many tools which can help you understand your target audience. Two of these important tools are empathy map and target persona. To demonstrate the relationship between the target audience and target persona, we must zoom in the target audience block of the canvas.

Empathy Map

Target Persona
The following pictures demonstrate the relationship between the target audience, empathy map and target persona. To obtain a better understanding of these tools and target audience, you can have a closer look at the target audience block.
Customer Journey

Having a plan while going on a journey is usually helpful. Without having a plan, one might be surprised by different pleasant or unpleasant events.

One of the definitions of customer journey is the journey your audience take starting with awareness of your products and services and ending with taking an action. It should be remembered, however, that customer journey should not necessarily be viewed as a simple and a linear process. Audience can move back and forth between different phases of this journey. To help you understand the customer journey better, we will describe the different phases within the customer journey:
1) Awareness: This describes the phase during which your audience gains awareness of you, your products and/or the services you offer. In other words, your audience becomes aware of your existence in this phase.
Customer Journey

2) Interest: In this phase, your audience show interest to learn about your products and services.

Now that your audience have become aware of your existence and have shown interest, it is time for digital marketers to inform them about your products and services.
3) Desire: In this phase, your audience wants to have the product or the service you offer. In other words, after becoming aware and showing interest, your audience now desires to have what you offer. The digital marketers can motivate the audience to pass this phase and enter the action phase by different strategies such as promotions, sales or price comparison.
4) Action: During this stage, the audience is ready to take the action that you have hoped for. This action can be buying a product, filling out a form or entering an email address for subscription. The digital marketers must try to make the process of taking an action pleasant and smooth for the audience. This can be achieved by clarifying the steps that the audience needs to take and by providing directions.
5) Post-action: Taking an action by the audience is not always the ultimate goal in the digital marketing. Digital marketers must always have a plan for the post-action phase. These plans can include providing maintenance for the products, sending product updates, or following up with customers to ensure satisfaction.
Every digital marketing campaign must have an objective. Starting a digital marketing campaign without having a clear objective/goal is like going on a trip without a destination. To have direction and measure progress towards goals, a clear objective must be defined. One way to come up with a clear objective is using the SMART acronym, which defines a clear objective as Specific, Measurable, Achievable, Relevant and Time-Phased.
KPI: Now that you have defined your marketing objective, you need a measuring unit to assess whether you have reached your objectives or not. KPI, Key Performance Indicator, is the measurement unit that is used to evaluate the progress towards the objective. KPI can be the number of sales, the number of visits to a page or the number of email subscription. In other words, KPI is defined in the context of the marketing objective.

# of website visitors  \rightarrow \text{Brand Awareness}
One of the advantages of the Digital Marketing Canvas is that it is not merely a tool to design strategy. The digital marketing canvas allows you to consider the execution phase as well. As shown in the picture below, the top portion of the digital marketing canvas, the tactic portion, is connected to the execution phase while the bottom portion is related to strategies.
Digital marketers must write brief notes on sticky notes and place them on the tactic section. These notes can act as bridges that connects strategies to execution.

For example, if you have a detailed monthly content marketing plan for September called Plan B, you would not be able to place the entire plan on the canvas. Instead, you will leave a sticky note on the tactics section which might say “execute plan B from September 1st to September 30th”.

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Metrics

Metrics are measurable units that can be used to tweak and increase the quality of KPIs. A large majority of KPIs are platform-dependent. For instance, the metrics used on Facebook might be entirely different from the metrics used on email marketing. Since KPIs are platform-dependent, the measures taken to increase KPIs are different. For instance, if your KPI is the number of visitors, reducing the bounce rate might help your KPI. However, if your KPI is the number of items sold, reduction in the bounce rate may not improve your KPI.

These are some examples for metrics used in digital marketing campaigns:

- **CPC** - cost per click
- **CPL** - cost per lead
- **CR** - conversion rate
Final words

One of the most important tasks in running a campaign is developing a strategy.
In this book, we tried to provide a visual tool that can help you develop your digital marketing strategy. You must remember that this is just a beginning and developing a strategy is not the end of the journey. We are really excited to be on this journey with you and would love to hear your feedback and opinions.
Under construction
References


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