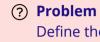
Marketing Automation Strategy Canvas

strategy

building blocks



Define the problem that you are facing.



Define your marketing goals in a SMART way.

Customer Persona

Describe typical characteristics of your visiter / customer.

- Behaviour
- Pains
- Gains
- Frustrations



How is the data stream processed? Is there a connection needed with your CRM?



\propto Channel

Which channels are being used?

Customer journey mapping

The why, how and what of the conversion funnel.

- Awareness
- Acquisition
- Activation
- Retention
- Revenue Referral



Which assets are being used?

Reporting

Define KPI's and how they can be

- conversion tracking
- asset tracking
- ...



Campaign optimization / data automation

- evaluate flows
- evaluate goals
- adapt
- personalize

Which data can be reused for other campaigns?

- webinar segments
- facebook custom audiences
- connecting / updating data