



# Marketing Automation Strategy Canvas

strategy


building blocks

 **Problem**  
Define the problem that you are facing.


 **Goal**  
Define your marketing goals in a SMART way.

 **Customer Persona**  
Describe typical characteristics of your visitor / customer.


- Behaviour
- Pains
- Gains
- Frustrations


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

 **Channel**  
Which channels are being used?


 **Customer journey mapping**  
The why, how and what of the conversion funnel.

- Awareness
- Acquisition
- Activation
- Retention
- Revenue
- Referral

 **Assets**  
Which assets are being used?

 **Reporting**  
Define KPI's and how they can be tracked.

- 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