

# CAMPAIGN DESIGN CANVAS

## BUSINESS GOAL 1

Describe the business goal you want to support with your campaign. This could be high level, e.g. *customer retention, lead generation, increase market share* or to *increase revenue via upselling*, or very specifically targeted, e.g. *to increase sales to a certain customer segment, in a designated geographical region for a specific product.*



## MARKETING GOALS 2

Define the marketing goals, e.g. *increase website visits and leads via contact / lead gen form, increase reach and awareness for a solution, product or service, etc*



## KPIS 3

Define the KPIs you will use to measure the performance and success of your, e.g. based on *website visits, social media reach, submitted lead gen forms, sentiment, NPS, etc.*



## AUDIENCE 4

Which customer segments do you target? Can the target groups be further divided? Do you need to address any stakeholders? Maybe use / create personas to better understand the needs of your audience?



## TOUCH POINTS 5

Where can you reach the target audiences? Which channels will you use?



## ACTIVITIES 6

Which activities are best suited for the goal? E.g. *website content, social media posts, SEO, PPC, social ads, gated content, etc..*



## VALUE PROPOSITION / USP 7

If a product, solution or service is promoted, value proposition and usps are important. The value proposition should be provided for each target group.



## CORE MESSAGES 8

List the core messages to be used in communication. Take, value proposition, usps, activities, touch points and target groups into account.



## MONITORING 9

Define how you will monitor the KPIs.



## TIMELINE 10 Add dates for start/end, activities, milestones, etc.

CAMPAIGN START

CAMPAIGN END