

Marketing Canvas

Now that you know who your target customer groups are, think carefully about planning to promote your business. A full marketing strategy could fill a book but we know you don't have time for that. As we are action orientated at The Van Diemen Project, we have pulled out some of the key elements to help you consider how you present your business. Fill in each section below.

Brand Personality

If your businesses acted and spoke like someone, who would that person be and why?

Target Customer Group/s

What groups are you focused on selling to?

Signature Experience

What is the memorable moment for your customers that means they just have to tell other people about your business?

Target Customer Research

What have you found out by doing some research into who your target customers are?

Competitors

Who are your direct competitors in the marketplace?

Key Images

What type of photos will best showcase your business?

Key Colours

What colours are you going to use in your business?

Collaborators

What businesses can you collaborate with and how?

Key Fonts

What fonts (2 - 3 maximum) will you use across the business?

Key Words & Phrases

What words and terms will you use regularly to promote your business?

Competitive Advantage

What makes your business unique?

Tagline

Do you have a tag line or a motto that you will use to promote your business?