

Agile Marketing Canvas – SMB Foldable Version

IN THEIR SHOES

As a <buyer> I want to < precise goal > so that < benefit >

- X
- Y
- Z

WHAT THEY NEED

They discover Solutions of Great Value

- X
- Y
- Z

WHY YOU ARE UNIQUE

Unique Value Proposition (UVP) that transforms **THEY** and **YOU** into **US!**

- X
- Y
- Z

YOU LISTEN TO THEM

Collaboration

- Talk with Customer
- Minimum Viable Product

Experimentation

- We are open to try New and Smart Things

YOU KNOW THEM

You Learn Through

Persona

- Geo
- Demographics
- Psychographics
- Behavioural
- Other or Unknown

Touchpoints

- Customer Journey

Channels

- Appropriateness
- Vehicle of Awareness
- Expected Conversion
- Unexpected Conversion

Market

- Monitoring & Insights
- New Laws & Regulation

THEY CAN TRUST

They see that they can count on you because

- X
- Y
- Z

YOU THINK WIN-WIN

Identity & Values

- X
- Y
- Z

Commitment

- X
- Y
- Z

THEIR CUSTOMER EXPERIENCE

Customer is Delighted because their Experience was

- X
- Y
- Z

YOUR RESPONSE TO OPPORTUNITIES & CHALLENGES

Monitoring, Experimentation & Effectiveness

- X
- Y
- Z