

**Marketing Canvas 2024 | Enterprise Residency**

**To be used with the Idea Canvas and SWOT Canvas**

To further refine your idea in a business context please refer to the Business Plan

**Your target market in more detail**

In your Idea Canvas you provided an overview of who you are targeting. **Let’s go deeper.**

To create a successful marketing strategy you need to **understand** who you are targeting.

*If you are targeting multiple groups of people you will need to complete a different strategy for each different group.*

**Demographics**

The **basic** elements we usually think about when it comes to analysing our target market:

Age Gender Religion Income Education

Where do they live

Where do they engage/buy?

**Psychographics**

This is where things get really interesting. You can elevate your understanding of your target market by understanding their **psychology** at a deeper level:

Their values Personality traits Interests

Brands Lifestyle

**Behaviour**

How do they **behave**? Consider: Benefits they look for

How loyal they are to a brand

* Patterns of behaviour
* When and where they show up

**Geographics**

In order to communicate to your target market you will need to know **how to find them**. This could be online or in a physical location, or both.

\* Online and offline communications are **completely different**; you will need to understand where and how your target market communicates in these areas.

**What are you communicating?**

You need the **attention** and the

**action** of your target market.

To do this you need to create something they want that is accessible to them, and that they will subscribe to/pay for.

**Values**

What are your values and do they relate to those of your target market?

Values create a bridge to your target market by building **relatability** and **trust**.

**Benefits**

In your Idea Canvas you provided an overview of the benefits you are offering. What **value are you adding overall** to the lives of your target market?

**Expectations**

People want **experiences** that meet their expectations. What are the expectations of your target market and how will you meet them? Includes tone of voice, imagery etc. How will you make them **feel**?

**Retention**

How are you going to turn a converted customer into a **loyal** customer/client/subscriber?

**How are you communicating?**

You must think beyond a simple social media post to achieve **meaningful** engagement.

Pay close attention to your responses in the above section.

**Social media**

What curated, consistent and clever campaigns will you create that your target market can **relate** to? Random posts and ads won’t cut it.

**Offline**

With growing saturation and frustration in the online

world of marketing, there is a growing emphasis on offline communications. How can you exploit this?

Essentially, you need to communicate in a way that resonates directly (or indirectly - word of mouth, for example) with your target market and adds enough value to convert them.

Good **research** underpins a solid marketing strategy so do not overlook this. **Know**, don’t think.

Also consider the **smallest viable market you need** to make your idea work (it’s probably not that large!).