LEAN MARKETING CANVAS®

Designed for: _____ Designer by: _____ Date: __ / __ / __

PROBLEMS/ISSUES (2)
problems to solve
needs and delight for the user

- Value Stream Marketing Mapping (VSMM)
- Customer Journey
- User Experience (UX)
- 5S Method

CAUSES (2.1)
identifies the causes
advantages generator

- 5 Why
- 4W + 2H
  What, When, Where, Who How, How much

SOLUTIONS (4)
solutions to every problem

- Products
- Services
- Future Value Stream Marketing Mapping (FVSMM)

PERFORMANCE / KPI (7)
expected quantitative results and qualitative / metric key / benchmark

- Key Performance Indicator (KPI)
- Benchmark
- Purchase Action Ratio (PAR)
- Brand Advocacy Ratio (BAR)
- Communication Tool Kit (Measuring Marketing Value)

VALUE PROPOSITION (5)
why choose your solution

- Value Proposition
- Digital Value Proposition
- Value Pyramid

KEY ADVANTAGE (5.1)
key element not copyable

- Brand Positioning
- Unique Selling Proposition (USP)

COMPETITIVE INTELLIGENCE (3)
best practice / alternative solutions
competitor and market leader

- SWOT Analysis
- Leader
- Competitor
- Market Analysis
- Blue Ocean Strategy

CHANNELS (6)
distributive, promotional and communication

- Marketing Sales Funnel
- Archetypes
- 5 Patterns

CUSTOMERS (1)
who pay or choose the solution

- Buyer

USERS (1.1)
who use the solution

INFLUENCER (1.2)
who will spread idea first

- Brand Ambassador
- Referral
- Evangelist

COSTS (8)
ABC costing / pareto

- Pareto
- ABC Costing

ACTIVITIES
timesheet / gantt

- Timesheet
- GANTT

RESOURCES
partners / know how

REVENUES (9)
revenue streams

COMMERCIAL STRATEGY
promotions / canvass

- Sales Strategy

PRICE STRATEGY
dynamic prices

- Dinamics prices
- User Experience (UX)

www.leanmarketingmodel.com
www.leanmarketingcanvas.it
www.marketinglean.it

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