The Growth Marketing Canvas™ 🛫

Leverage the power of a full-funnel growth strategy



Designed for: Date:

Target Audience

Define the persona of your customer segment



Value Proposition(s)

Why these customers will buy from you



North Star Metric

What metric measures the added value for your customers



WOW Moment

Users are amazed by the value proposition



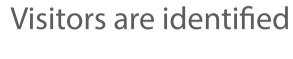
Product DNA

Customers need your offering and are hooked



Awareness

People know you



Acquisition



Activation

Users have a great first experience



Retention

Users come back



Revenue

Users' behavior generates revenue

UX, Sales, product, checkout process



Referral

Users bring new users



SEO, SEM, Content, Affiliate, PR, Social networks, Mailing, ASO

Visits, Impressions/reach, CTR, CPC, CPM, Bounce rate, **Engagement rate**

Blog, White papers, Chat widgets, Newsletter subscription form, Landing pages, Webinars, Retargeting, Quizzes, Exit popups, Tools

Email subscriptions, resources downloads, chats, cost per lead, trial signups

Freemiums, loss-leader product sales, core feature usage, onboarding success rate, hits/signups, CAC

User experience, traditional sales, tutorials,

customer support, onboarding, drip campaigns



Email marketing, Customer lifetime marketing, retargeting, product marketing, additional features, push notifications

Churn rate, app usage, returning customers, DAU, MAU



CLV, Conversion rate, upselling, abandonment rate, cross-sells, average cart size, CLV/CAC rate



Referral marketing, core referral functionnalities, sharing mechanisms, app ratings, testimonials, viral campaigns, inherent virality

User invites, social shares, viral coefficient, backlinks, NPS, Referral transaction / total transactions









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