

The Growth Marketing Canvas™

Leverage the power of a full-funnel growth strategy

Designed for:

Date:

<p>Target Audience Define the persona of your customer segment</p> 	<p>Value Proposition(s) Why these customers will buy from you</p> 	<p>North Star Metric What metric measures the added value for your customers</p> 
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<p>WOW Moment Users are amazed by the value proposition</p> 	<p>Product DNA Customers need your offering and are hooked</p> 
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<p>Awareness People know you</p>  <p>Channels: SEO, SEM, Content, Affiliate, PR, Social networks, Mailing, ASO</p> <p>Metrics: Visits, Impressions/reach, CTR, CPC, CPM, Bounce rate, Engagement rate</p>	<p>Acquisition Visitors are identified</p>  <p>Channels: Blog, White papers, Chat widgets, Newsletter subscription form, Landing pages, Webinars, Retargeting, Quizzes, Exit popups, Tools</p> <p>Metrics: Email subscriptions, resources downloads, chats, cost per lead, trial signups</p>	<p>Activation Users have a great first experience</p>  <p>Channels: User experience, traditional sales, tutorials, customer support, onboarding, drip campaigns</p> <p>Metrics: Freemiums, loss-leader product sales, core feature usage, onboarding success rate, hits/signups, CAC</p>	<p>Retention Users come back</p>  <p>Channels: Email marketing, Customer lifetime marketing, retargeting, product marketing, additional features, push notifications</p> <p>Metrics: Churn rate, app usage, returning customers, DAU, MAU</p>	<p>Revenue Users' behavior generates revenue</p>  <p>Channels: UX, Sales, product, checkout process</p> <p>Metrics: CLV, Conversion rate, upselling, abandonment rate, cross-sells, average cart size, CLV/CAC rate</p>	<p>Referral Users bring new users</p>  <p>Channels: Referral marketing, core referral functionalities, sharing mechanisms, app ratings, testimonials, viral campaigns, inherent virality</p> <p>Metrics: User invites, social shares, viral coefficient, backlinks, NPS, Referral transaction / total transactions</p>
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