

ACTIVATION CANVAS

BUSINESS OBJECTIVE(S)



TOUCHPOINT

What is/are the key moment(s)?
What are the trigger(s)?



PERSONA(S)

Which segment(s)?



CONTENT

What is the message for each persona?



SCENARIOS

How do you want to reach your clients? How will you follow up? On which channels?

BREAKING THE FORMULA

1	<input type="checkbox"/> Image
2	<input type="checkbox"/> Image
3	<input type="checkbox"/> Image
4	<input type="checkbox"/> Image



DATA

Which data do you need?
Where is this data stored?
How accessible is it?



CAMPAIGN RESOURCES

What resources do you need?
(Design, content,...)



TESTING

What do you want to test?
!!Only test one variable at a time!!



GOAL

Which metric do you want to improve?
What goal (%) do you want to reach?
Did you achieve them? How did you perform?

BUILDING THE CAMPAIGN

Reach

Engage/activate