

spt.

1 Page Marketing Channel Mix Canvas: Review / Refresh

Review month: _____

	Attention How are you driving new eyeballs or re-engaging existing eyeballs onto a new offering?	Engagement How are you capturing customer data points and nurturing them through to take action?	Action What *soft* actions are users taking? Whether it be visiting the website, engaging with a live chat, downloading a coupon or lead magnet, adding to cart (but not yet purchasing) etc.	Outcome(s) Whether it be a lead to marketing qualified lead, a direct sale or the total of what hit the bank!	Retain/Advocacy Do you have any loyalty initiatives in play? What data could you capture to improve on repeat sales or drive referrals and advocacy?
Strategy (Touchpoints/ Channels)					
Tactics (Application)					
Systems / Data Capture to Measure					
Budget Allocation					

Undecided  Decided 