

Demographics

Segmentation of customers based on hard facts

- Segmentation based on geographical data
- Segmentation based on personal data
- Segmentation based on job-related data

Geographic

- Country, region, city
- Residence type
- Infrastructure
- Population
- Language

Personal

- Gender
- Age
- Family
- Background
- Income

Job-related

- Industry
- Position
- Education level
- Education
- Experience

Psychographic

Personalization to the customer based on soft facts

- Personalization based on personality
- Personalization based on lifestyle
- Personalization based on wishes

Personality

- Personality type
- Values
- Opinions
- Hashtags
- Quote

Lifestyle

- Interests
- Activities
- Social class
- Technology
- Brands

Wishes

- Dreams
- Goals
- Motivation
- Challenges
- Fears

Behavior

Knowledge of the customers situation

- Knowledge of the customers buying pattern
- Knowledge of the customers buying journey
- Knowledge of the customers buying role

Buying Pattern

- Situation that triggers the interest of the customer
- Pains the customer wants to relieve
- Gains the customer wants to achieve
- Questions the customer faces along the way
- Tools that help the customer decide

Buying Journey

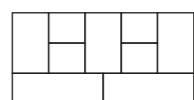
- Awareness Stage
- Consideration Stage
- Decision Stage
- Service Stage
- Loyalty Stage

Buying Role

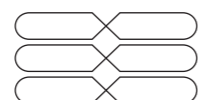
- The Initiator who suggests the purchase
- The Influencer who influences the purchase
- The Decider who decided on the purchase
- The Buyer who makes the purchase
- The Consumer who uses the purchased



Branding Canvas Story



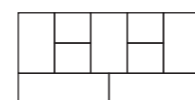
Branding Canvas Position



Branding Canvas Identity



Business Canvas Innovation



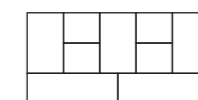
Business Canvas Value



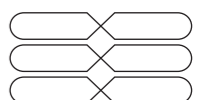
Business Canvas Needs



Marketing Canvas Persona



Marketing Canvas Channels



Marketing Canvas Campaign