

Sender

Planning, production and follow up
People, platforms and partners
Budget for time, energy and money

Goal

Feedback from target audience
Response from target audience
Goal setting and measurement

Message

Purpose of message
Structure of message
Visual style of message

Channel

Possible types and formats
Channel algorithm
Reach and relationship

Receiver

Segmentation of target audience
Personalization to target audience
Target audience triggers

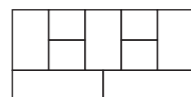
Noise

Virtual firewall of the recipient
Noise from competing messages
Encoding and decoding

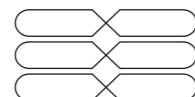
Inspired by "Kommunikationsmodell" by Philip Kotler



Branding Canvas
Story



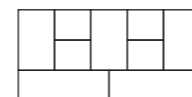
Branding Canvas
Position



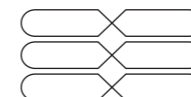
Branding Canvas
Identity



Business Canvas
Innovation



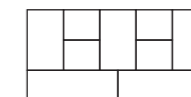
Business Canvas
Value



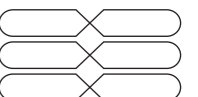
Business Canvas
Needs



Marketing Canvas
Persona



Marketing Canvas
Channels



Marketing Canvas
Campaign