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Marketing direction canvas

Five questions, answered in order. Diagnose from anywhere; repair from question one.

1. What does the business need marketing to change, and by when?

12-month commercial goal, then the one constraint that matters most (capacity, credibility, offer, follow-up, awareness or conversion).

Mark one: K (known) ☐ A (assumed) ☐

2. Who is it for, in which situations, and what do they do instead of buying?

Up to three segments to consider, then choose one as this quarter's priority · trigger events · the real alternatives (often doing nothing, or an existing supplier).

Mark one: K (known) ☐ A (assumed) ☐

3. What do you offer, and why does it matter to them?

For [segment] who [situation], we help you [outcome] by [how], unlike [alternative], which [limitation]. Proof you have; proof you are building.

Mark one: K (known) ☐ A (assumed) ☐

4. Which few plays will you run this quarter?

One that builds reach and credibility · one that turns interest into conversations · one experiment small enough to lose. Owner, one measure and a stop rule for each.

Mark one: K (known) ☐ A (assumed) ☐

5. What rhythm, ownership and measures make them happen?

Named owners · weekly check, monthly report, quarterly reset · a handover where work changes hands · five to seven counts that change decisions.

Mark one: K (known) ☐ A (assumed) ☐

Mark each answer K or A (in the corner of each panel). K = known, and you can point to the evidence. A = assumed. The assumptions are where to look first. A canvas records answers; it does not create them, so agree questions 1 to 3 with the people who will act on them before you plan anything.

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