

Marketing Campaign Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners and Resources Who do you need to partner with to deliver your idea? How could you secure sponsorship or donations from others? What key resources do you need to bring your idea to life? <ul style="list-style-type: none">• Intellectual/ creative• People• Physical• Financial• Technical	Key Activities What are your key activities? What happens to engage those toward your idea? What do you need to do to put this into action?	Value Proposition What makes your idea unique and different? What value are you adding to your target audience?	Promotional Strategy What infographics / text / media will you use to spark interest in your idea? How can you use persuasive language to ensure engagement? Where will your promotional content be used?	Customer Groups How will your idea grab the interest of students at Newcastle University? Are you targeting specific members of the student body? Why will they care?
	Key Metrics What are your quantifiable goals that will show you that your idea has worked? What metrics will you use to demonstrate your idea had an impact and reached a wide audience?		Channels How do you reach your target audiences? How can you ensure you engage with those who are the hardest to reach?	
Funds Out (Cost Structure) What are the most important costs: <ul style="list-style-type: none">• Resources• Activities Is your budget realistic?		Funds In (Revenue Streams) What is the most significant source of funds for your idea? If you are relying on donations, how would you secure these?		