

Chapter 9

Canvas Marketing Plan: How to Structure a Marketing Plan With Interactive Value?

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ABSTRACT

Canvas Marketing Plan is a design thinking tool to help companies build a marketing plan that allows them to make better decisions. It provides a simple structure that allows the user to visualize the dynamics and interaction of the different stages of the marketing plan and adapt the products and services to the needs of their clients, thus, “finding” the best position in relation to their competitors. This chapter presents a methodology of marketing that aligns the marketing plan with a highly connected and constantly changing market, but also online interaction vs. offline interaction, thus facilitating marketer planning. The canvas marketing model is validated by 146 marketers from 17 distinct sectors of activity, allowing authors to gauge the timeliness and usefulness of this Framework.

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INTRODUCTION

Digitization is destroying old business models and creating room for new models, in addition to emerging new ecosystems. As the boundaries between sectors become dematerialized, markets redistribute and startups take the place of companies already established in the market. What causes organizations to wonder if their business model is under threat? This paradigm change requires that the Marketing Plan becomes a working tool that contemplates the systematic changes of the external and internal surroundings. Taking into account this imperative, the Canvas Marketing Plan was inspired by Osterwalder, A., in the Business Model Ontology (2004), which was the conceptual basis of the publication of the book Business Model (2009) by Osterwalder, A. and Pigneur, Y. The Business Canvas Plan is a summary map of the “nine key blocks” of the business plan, but does not, in itself, exclude the preparation of the business plan. For those who are not yet familiar with the Canvas model, there is a chronological order to fill in the nine blocks of the canvas. First, we must identify the customer segments (the targets) to whom we wish to sell the products and services. Second, what are the products and services that we wish to sell. The value proposition represents the “value” for a given specific target. Also, we must describe how an organization differentiates itself from its competitors. Which is why customers buy from one company and not from another, Osterwalder, A. (2004). Third, we must identify the distribution channels that we will use to get products and services to customers, including marketing and distribution strategy. Fourth, how will the organization relate to the chosen targets? The company establishes links between itself and the different targets. Fifth, what will be the income model? It will identify how the organization “makes money”. The business model should describe the logic of creation, delivery and value capture by an organization, Osterwalder, A. (2004). Sixth, what are the key features needed to enable you to create “value” for the target. They list the assets that are needed to maintain and support the business model. Resources can be human, financial, physical or intellectual. Seventh, what are the key activities that will enable you to execute the organization’s value proposition. Eighth, what are the key partners and strategic alliances that complement the business model. Finally, in ninth place, we must quantify what is the structure of spending that the business model translates. The Canvas Marketing Plan screen, presented in this article, proposes an interactive framework that allows structuring the marketing plan of an organization, analogical and digital, structured in “16 key blocks” grouped into three “P’s” value proposition “,” Value research “(” market offer “),” Value proposition “(what and how to offer?) and Value production (planning the offer?), but does not exclude the elaboration of the marketing plan. (The **marketing** mix is most commonly executed through the 4 **P’s of marketing**: Price, Product, Promotion, and Place?)

MARKETING BACKGROUND

Throughout the twentieth century, business activity takes on three distinct perspectives before becoming a marketing science in the social sciences. Until the 1930s, there was only one production perspective, in which the organizations’ objective was to produce the best product, based on an organization that would allow the lowest cost and the lowest prices. In the mid-30s, the perspective of the sale was developed, in which it is not enough to produce a good and at the lowest cost. It has become necessary to work the sales force and the promotional activities (push strategy), but it remains to ignore that the market is a set of customers who have needs, requirements and desires; who share values and cultures;

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