

MARKETING CARDS



How to use
Example
Template

Marketing Cards

The Marketing Cards help you to think of all that is needed to create the best marketing message for your customers. A marketing message is often used to reach out to your customers and to make them aware of your company's products or services. Each card gives you an example of how you could build the message. With a clear message you can better reach your customers.

Tips for use

You can use the Marketing Cards by yourself, but it is more effective to use them in a group, such as with colleagues or experts in your domain.

Use the Marketing Cards and template in order to brainstorm about your message to (potential) customers. Have a look at the example for ReadID software to get inspired and learn from the practical application of the Marketing Cards.

How to use

The Marketing Cards give you inspiration in creating a marketing message for your (potential) customers. Follow the nine steps to determine your marketing message.

Step 1: customers

Start by describing your (potential) customers that will receive your message. Make this group specific by adding characteristics like age, gender, lifestyle, and interests. If your customer is a business add details like size, industry, and products. But keep it simple, do not use too many words.

Step 2: product or service

Describe the product or service for which the message is created. Usually a marketing message is used to create visibility for something that your company offers. When your message is not related to your products or services you can leave this space empty.

Step 3: goals

With your customer and product in mind you can choose the goal(s) of your message. What do you want to achieve after (potential) customers have heard your message? Do you aim for more sales or just for more visibility in the market?

Step 4: format

Select the format(s) that best fit(s) your message. How will you make your message known to your (potential) customers? Will it be a video, an infographic or an e-mail?

Step 5: channel

Select the channel(s) for sending out your message. Your message needs to be brought to your (potential) customers somehow. You need a channel to distribute your message. Do you want to use social media channels or more traditional channels like television?

Step 6: content

Choose the content of your message. Your message needs to be about something, you need to think about what content will appeal to your (potential) customers. Would they like to see a quiz, an experiment, a guide, or a product?

Step 7: metrics

Choose the right metric(s). You only know whether you reached your goal if you measure it. You need metrics to measure the success of your message. Do you want to measure the number of new visitors for your websites, positive reviews, average revenue per customer or Facebook likes?

Step 8: emotions

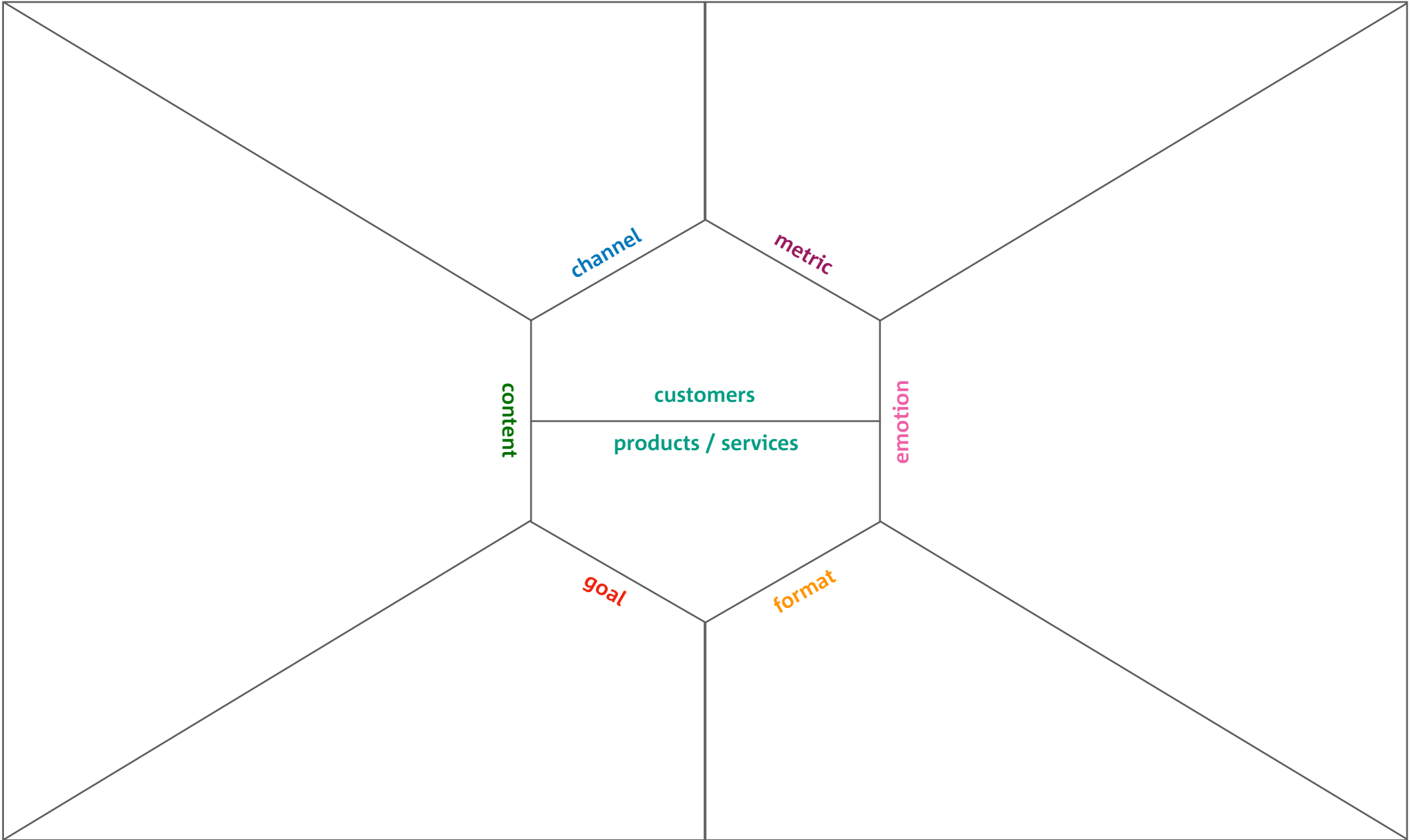
Select the emotion(s) that you want to trigger with your message. Your message needs to capture the attention of your (potential) customers. Do you want your (potential) customers to find your message illuminating, cool, or surprising?

Step 9: conclusion

Look over your marketing canvas, do the cards match with each other? For instance, do the metrics and goals correspond with each other?

marketing cards

name _____



date _____

Example ReadID

industry	Software Development
products & services	An app that uses NFC to read out information from identity documents
size of business	15 employees
revenue	€ 1,500,000
location	Enschede



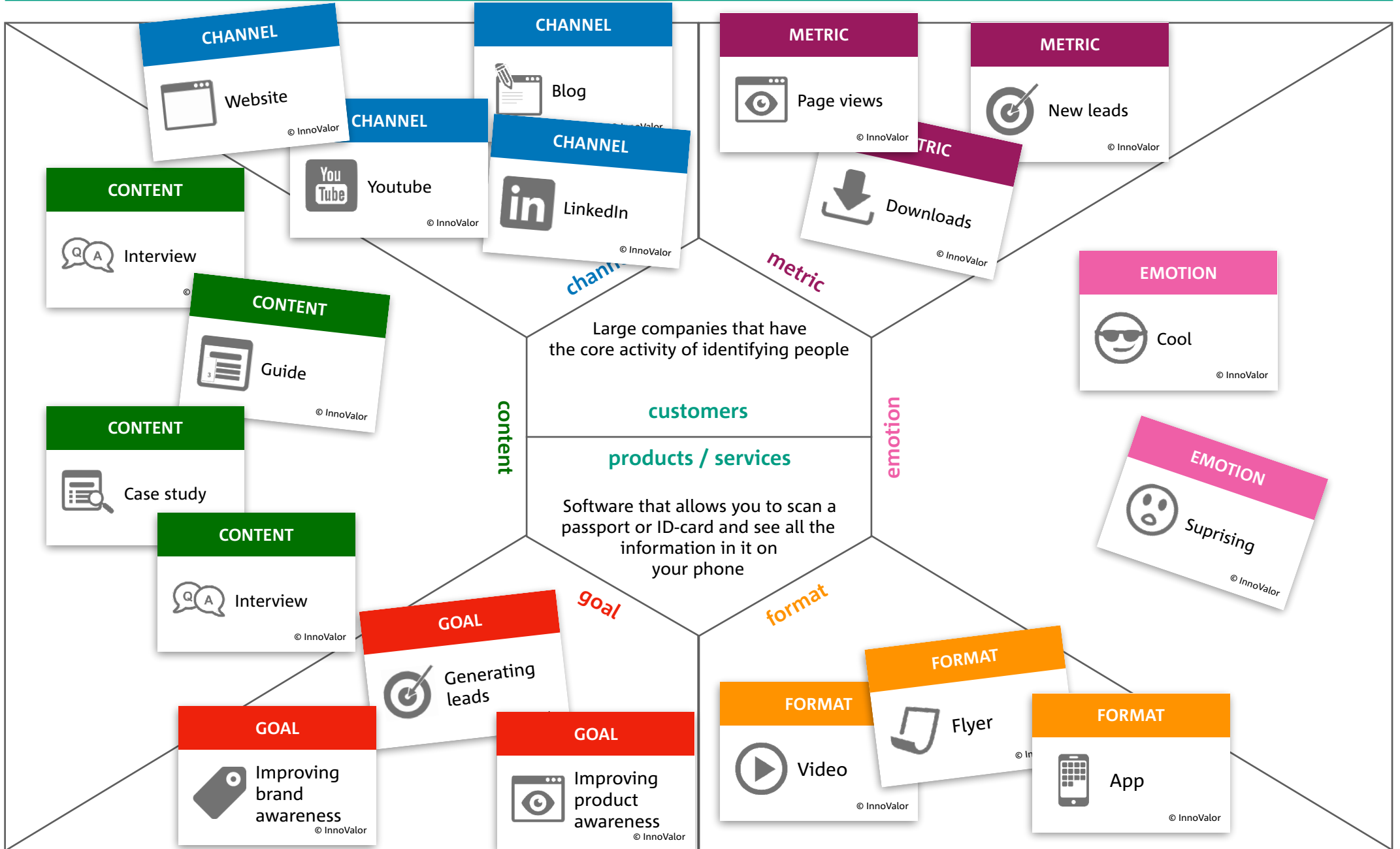
ReadID is a small software company that has an application with mobile identity verification technology. This makes it possible to read out the information from contactless RFID chips in identity documents with a NFC smartphone. The ReadID application is an interesting service for other service providers that have to verify the identity of their customers in a smart and simple way. ReadID makes remote identification of customer with smartphones possible. Customers do not have to go to a physical location with their identity documents but can identify themselves with their smartphone. ReadID saves their customers time and money, since the process for identification is significantly shortened.

Marketing Cards for ReadID

In the example we see how ReadID is going to arrange it's marketing message. In the middle of the canvas there is the description of the product and a description of the customers that want to use ReadID for their products or services. With this in mind the other parts of the canvas are filled with the Marketing Cards. For example, what are the marketing channels that are preferred by the potential customers? Which emotion does ReadID want their customers to experience? What is the goal of the marketing?

marketing cards

name _____ ReadID _____



date _____