# Instructions on how to use the canvas

*Columbia Road*

Here's a short legend to understand the Nurturing Campaign Canvas better. To fill in the template, start by adding the essential information at the top: the target buyer persona, the nurturing campaign name, the KPIs and the goal of the campaign. If you have multiple campaign ideas for different personas or customer journey stages, it is recommended to create separate sheets for each of them.

After filling in the essential information, you need to have an overall understanding of what kind of phases or touchpoints you would like to have to reach the goals you have set for the campaign.

Once you have an idea of the phases, you can start by mapping out Phase 1 - this could be e.g. an email sent to the customer. Move from top to bottom, filling each piece of information such as the experiment name, trigger and content. Once you have filled in all the information for Phase 1, do the same for the following phases - as many as you have.

Here is more information on how to fill each section.

**Experiment name:** Give a short yet descriptive name

**Trigger**: What triggers the experiment? When is the experiment done?

**Content**: What is the content you share with the customer? In what format is the content e.g., video vs. blog vs. downloadable PDF?

**Goals**: What do you want to achieve in each phase of the campaign?

**KPI**: How do you measure your business goal? How well are you doing in each phase business-wise? Are you impacting your business goal?

**Optimisation**: How to optimise the experiment? How can you improve the results?

**Effort/Impact:** What is the effort to implement the experiment? What about business impact? Use scores 1 (low) to 5 (high).

**Data needs:** What customer data is required for the experiment?

**Tasks**: What actions and tasks need to be done to implement the experiment?

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# NURTURING CAMPAIGN CANVAS

### Example of a Flowers-as-a-Service business

| | |
|---|---|
| **Buyer Persona:** HR or office manager at a small trendy company located downtown | **Nurturing Campaign Name:** New customer onboarding |
| **KPI:** Churn rate, CLV | **Goal:** Keep the customer using the service, as many clients tend to discontinue after the first month |

| | PHASE 1 | | PHASE 2 | | PHASE 3 | | PHASE 4 | | PHASE 5 | | PHASE 6 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EXPERIMENT NAME:** | Welcome | | Introduction of additional services | | Inspiration to reinforce purchase decision | | Feedback request | | Reminder of additional services | | Encouraging to continue order for one year ahead | |
| **TRIGGER:** What triggers the experiment? | New user subscription | | One week after subscripting | | Two weeks after subscripting | | Three weeks after subscripting | | One month after subscripting | | Six months after subscripting | |
| **CONTENT:** What is the content and content format for the customer? | Welcoming a new client with an order summary. Encouranging to read the company introduction and values. | | Introducing additional service offering (customised orders, express delivery, deliver to home) | | Proving inspiration and encouraging to read research about the positive impact of flowers | | Checking customer satisfaction after the first weeks. Is there anything that could be improved? | | Reminding of the additional service offering which the customer has not yet used (customised orders, express delivery, deliver to home) | | Encouraging to order the service for one year ahead with reduced pricing | |
| **GOAL:** What is the goal of the experiment? | Inform the client and strengthen the client's purchase decision | | Increase customer satisfaction and generate additional revenue | | Strengthen the positive feeling about the purchase, to continue the subscription | | Get customer feedback via an NPS survey. Identify and call customers who are at a risk of churning. | | Increase customer satisfaction and generate additional revenue | | Reduce customer churn | |
| **KPI:** | Open rate, CTR | | CTR, purchases | | Open rate, CTR | | CTR, NPS | | CTR, purchases | | Purchases, churn | |
| **OPTIMISATION:** How to optimise the experiment? | Email content, CTA, landing page content | | A/B test headlines, content, CTA | | Content, CTA, email structure, personalisation | | Email content, NPS survey page | | A/B test headlines, content, CTA | | Timing, offers | |
| **EFFORT/IMPACT (1=low 5=high):** What is the effort and the impact? | EFFORT 2 | IMPACT 2 | EFFORT 1 | IMPACT 3 | EFFORT 1 | IMPACT 2 | EFFORT 4 | IMPACT 4 | EFFORT 2 | IMPACT 4 | EFFORT 2 | IMPACT 5 |
| **DATA NEEDS:** What customer/lead data is required for the experiment? | Customer information (name, email, subscription type, subscription start date) | | Customer information (name, email subscription type) | | Customer information (name, email subscription type) | | Customer information (name, email subscription type) | | Customer information, purchase data of additional services | | Subscription data, information on the clients that have not already continued their subscription | |
| **TASKS:** Actions and tasks for the team to complete the experiment | Creating an email and possible content personalisation | | Creating an email and landing page | | Creating dynamic emails and a blog | | Writing an email, creating an NPS survey | | Writing an email with personalised content based on purchase behaviour | | Creating an email and landing a page | |

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# NURTURING CAMPAIGN CANVAS

Example of a Flowers-as-a-Service business

| Buyer Persona: | Nurturing Campaign Name: | KPI: | Goal: |
|---|---|---|---|
| | | | |

| | PHASE 1 | | PHASE 2 | | PHASE 3 | | PHASE 4 | | PHASE 5 | | PHASE 6 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EXPERIMENT NAME:** | | | | | | | | | | | | |
| **TRIGGER:** What triggers the experiment? | | | | | | | | | | | | |
| **CONTENT:** What is the content and content format for the customer? | | | | | | | | | | | | |
| **GOAL:** What is the goal of the experiment? | | | | | | | | | | | | |
| **KPI:** | | | | | | | | | | | | |
| **OPTIMISATION:** How to optimise the experiment? | | | | | | | | | | | | |
| **EFFORT/IMPACT** (1=low 5=high): What is the effort and the impact? | EFFORT | IMPACT | EFFORT | IMPACT | EFFORT | IMPACT | EFFORT | IMPACT | EFFORT | IMPACT | EFFORT | IMPACT |
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