# Outreach Marketing Canvas

## List Optimisation (Who)

- Get the list
- Data Cleansing
- Normalize Data
- Define Dimensions
- Create Chunks
- Select the top X
- Select your CSPs
  (Copies)
  (Subject lines)

## Property buiding (What)

- Landing Pages
- Questionnaires
- Special Offers
- Contests
- Referals
- ebooks
- Posts

## List Building

- Identify your audience
- Identify your Personas
- Find the proper companies
- Moving from companies
  to individuals
- Select the sources
- Scrapping the sources
- Data Enrichment

## Goals

- Transaction
- Pixel
- Top-of-mind
- Awareness

## Reporting / Monitoring

- Analyse the performance
- Analyse the engagement
  (Messages Delivered)
  (Unsubscribed by lists)
  (Opening messages)
  (Clicked on messages)
  (Subscribed in a list)
  (Chatted with you)
  (Referred somebody else)

## Channels (How)

- Email
- Remarketing
- Ads
- Messenger
- SMS
- Viber/whatsapp
- Content boosters
- Twitter

## Follow-up

- 2nd wave
- 3rd wave
- Select the winners
- Change the message

## Sequence

- Conversation starter
- Intro to stakeholder
- Scheduling a meeting
- Addressing no show

- After sales demo
- Closing the deal
- Asking for referrals
- The last attempt / Break-up

## Automations

- Personalize website messaging
- Form-fills and lead capture
- Marketing to sales handoffs

- Team notifications on new activity
- Dynamic population of Custom audiences

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