

## Video 1: The Visual Communication Planner: from purpose to results

*In this first video, you can understand the new approach of the Visual Communication Planner: from a canvas to a journey. With the same technique of an expert climber, we will go through the elements of a correct digital marketing strategy. Discover more on <https://visualcommunicationplanner.com>*

Hello and welcome to this first training video about the Visual Communication Planner. I'm not going to use slides to share with you this new marketing canvas. The strategy is about storytelling, not slides. Actually, I hope you are going to change your perspective: from a canvas to a journey.

Climbers are used to looking at the top of the mountain and to imagine to follow the path to climb it backward. They pick their goal and work backward from there.

The base of a mountain offers multiple departure options through different routes, and unless someone has already explored them, it isn't easy to choose the best or the most straightforward in advance.

If, on the other hand, you see the summit clearly, and you look towards the base, you realize that only one way allows you to reach it.

The Visual Communication Planner applies the technique of successful mountain climbers to marketing strategy.

Picture the goal of your strategy as the top of the mountain. The summit guides your journey. It's the first element you need to set for your marketing plan.

Now imagine going down the peak a few steps. What would you expect to see before reaching your goal? Especially if you are talking about digital marketing, for sure, you can set KPIs to measure the activities and see if and how you are reaching your goal. A KPI stands for a Key Performance Indicator. Basically, what matters the most when you want to know if you are on target for your goal.

So, the summit is about setting your goal. A step before that you should: define your KPIs or performance indicators.

So what should you do before setting KPIs? How does your path look going backward? If you want to have something to measure, you need to take action: this step is called channels and activities. As you may have noticed, we are still far from knowing the whole strategy. So, ask yourself: why do so many companies and marketing consultants create new websites or social media accounts, without knowing

the entire strategy? Most of the time, they don't even know their goal!

Let me summarise again: first step goal, before that KPIs, before that channels and activities.

What would you do before you take action? If you want to create a new website, or send a newsletter, or share on social media... you need something to share. So the step you need to do before posting anything is to define and create your content.

You may start seeing it more clearly now: goal, KPI, channels and activities, content.

We are, more or less, half away there. Good work! But don't stop here.

What should you know before creating content for your digital plan?

This is an essential element of the marketing strategy: you need to know what makes your product or service different from the competition. It's what I call Marketing Distinguo.

Let's sum up: the summit is your goal, before that KPIs, before that channels and activities. To take action, you need to know what to share, so you need to define your content. And before that, you want to understand why people would buy from you.

But what should you know before you identify your Marketing Distinguo? You may want to determine which product or service you are going to market or share with the world.

So, again: set your goal, KPIs, decide channels and activities, content, Marketing Distinguo, and before that product or service.

However, here is one last step, which will actually be the first one when you will start climbing your mountain, and it's about who your organization is. It's the heart of the climber. What is your mission, vision, values and purpose.

Now you can climb your mountain, all the way from purpose to results!

Once you have set your goal, following this path will be easy: who you are, what you do, why people buy from you, what to tell, where and how to communicate, how to measure. And you are finally on the summit!

Now that you clearly see the path to the top of the mountain, please keep in mind that each element is related to the others. You need to have in mind the whole strategy, even when you focus on defining each element.

In the next videos, you will see in detail each element of the strategy. But please keep in mind that this marketing canvas doesn't show you the perfect plan.

The perfect strategy is like water. It achieves its goal only by adapting to changing conditions. For this reason, the Visual Communication Planner does not provide answers but questions.

Thank you for watching. Happy climbing!