



MAPS Canvas



Strategy is where a business gains momentum.
This is your roadmap to more business and peace of mind.

GOALS AND OBJECTIVES	Goals		
	Sales Goal \$ 2.7 M	Gap Goal \$ 1.2 M	Intent Goal 64 orders
	Supporting Goals		
	1. Quote \$5.8 M in new business 2. Increase Widget X:Y from 3:1 to 2: 1		
	INTELLIGENCE		
	TOP FIVE COMPETITIVE STRENGHTS		TOP FIVE COMPETITIVE OPPORTUNITIES
	1. Superior product features and reliability 2. Front-end engineering to solve problems fast 3. More agile and flexible 4. Focus and reputation on environmental responsibility 5. We keer customers when we win them		1.Introduce new lightweight materials to grow aerospace customers and attract new ones 2. Embrace e-commerce for aftermarket orders 3. Align/ Partner with Odder Company to offer turnkey solution 4. Faster delivery while competitors are distracted 5. Reduce sales cycles by make customer smarter before they order.
	SMART OBJECTIVES		
	S= Specific M= Measurable A= Actionable R=Relevant (to goals) T=Timely	Increase brand awareness on the web by 25% within the next 12 months with promotion around materials, ecommerce, Odder partnership, turnaround times. Genarete 50 new qualified leads per quarter trough campaigns targeted to Aerospace. Increase online sales by 15% in the next six months by improving website user experience and lauching the e-commerce site. Improve customer retention by 10% over the next year by enhancing and promoting a new customer loyalty program. Reduce sales cycles by 2-week averages with a content marketing strategy and more education throughout the sales process.	

	Momentum				
	Our driving force (purpose) Why do we exist beyond profit? What do we inspire? What problem do we solve? How do we improve lives? How do we empower people? How do we build connections? What social good do we promote? How do we innovate or disrupting?		Brand Vision How do we want to be perceived.		
	Playing to win (competitive advantages) What can we say about us that competitors cannot say at all? What do we do better than our competitors? How?		Our Winning Zone (positioning) For (target market - be as specific as possible) (brand name) is the (category) that delivers (competitive advantage - point of difference) so they can use (user benefit) because (reason to believe).		
Strategy	DIRECTION				
	Our Customers & Targets The businesses Types of companies Size of companies Specific segments Geography The people Departments Job titles and / or roles Indirect groups Industry Associations & Groups Influential people Media		Awareness	Consideration	Close
Who cares? Who can we conect with tem? What we need them to know? What problem do you solve for them?Motivations? What outcomes can we promise? What is their CTA (call to action)?					