## The Ecosystem Marketing Canvas

### Internal Stakeholders
- Board
- C-Level Executives
- Managers
- Supervisors
- Employees/Workers
- Unions

### Category Ecosystem
- Topic/Idea/Product ____________
  - Strategy
  - Innovation
  - Sales & Marketing
  - Recruiting
  - Learning
  - Execution

### Category Ecosystem Objectives

### Disruption Plan
- **Category**
- **Company**
- **Competitor**
- **Customer**
  - Jobs to be Done
  - Brand Promise
  - Proof Points
  - Operational Changes
  - Cultural Changes
  - Incentives
  - Training
  - Delivery
  - Accountability
  - Predicted Outcomes
  - Responsibilities

### Results
- Category Ecosystem
- Company Ecosystem
- Competitor Ecosystem
- Customer Ecosystem

### Strategy
- **What is our Purpose?**
- **What's the Job to be Done?**
- **Where's the Value?**
  - Ecosystem Segments
  - Ecosystem 4Ps
- **Where do we Stand?**
- **Plan to Disrupt/Impact**
- **Where will we Play?**
  - Geography
  - Industry
  - Category
  - Idea/Concept
  - Customer Segments
  - Narrative
  - Delivery
- **How will we win?**
  - Winning Capabilities
  - Effective Execution
  - Visibility
  - Authenticity
- **What can we Learn?**

### Company Ecosystem
- Company
- Employees
- Partners
- Suppliers
- Shareholders
- Community

### Company Ecosystem Objectives

### Competitor Ecosystem
- Advantages
- Weaknesses

### Competitor Ecosystem Objectives

### Cost/Budget

### Brand Equity

### Message
- • Ethos
- • Pathos
- • Logos

### Customer Ecosystem
- Key Segments
- Hotspots
- Influencers/Thought Leaders
- Media
- Social

### Customer Ecosystem Objectives

### Value Focus
- Visibility/Awareness
- Growth: time to market / value
- Interception
- M&A Evaluation
- Measure IP impact

### Social Media Analysis
- INBOUND
- OUTBOUND

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