

Unique Selling Proposition canvas

the *less is more* methodology

Emailing software

project

June 12th 2018

date

The problem

what's my client's problem?

They don't have the time to manually send hundreds of emails.

The solution

how do I solve my client's problem?

I offer them an automation software for emailing.

We at eSend help you send emails

business name

fulfill a need

by/with only/without spammy headlines.

unique benefit

The competition

what are my main competitors known for?

EveryDayMail is known for great segmentation options.
CrazyMail is known for beautiful templates.
GlobalMail is known for in-depth analytics reports.*

*these are fictional examples

Status quo

what are the common practices in my industry?

Most emailing softwares offer:

- personalization options;
- segmentation features;
- a gallery of email templates;
- analytics reports.

The differences

how am I different from everyone else?

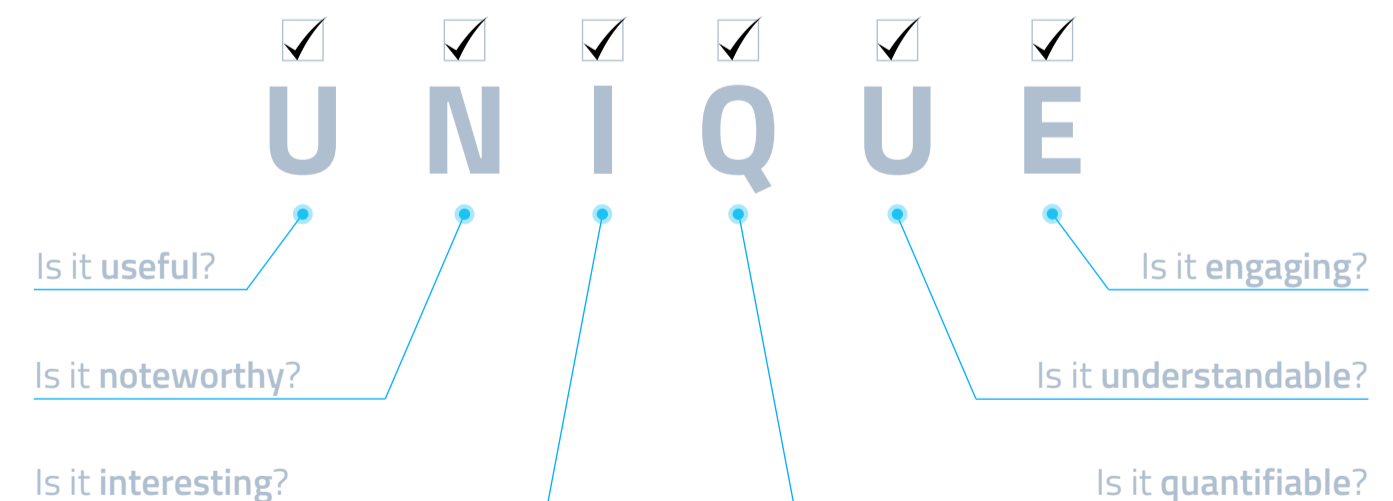
Some features unique to my business are:

- personalized templates for every industry;
- GIFs insertion in emails;
- software that can recognize headlines with a high chance to be sent to spam.

The features

what features do I want to be known for?

I want to be known for having an integrated software that can recognize headlines that are likely to be sent to spam.



Canvas explained: <https://blog.digitalya.co/unique-selling-proposition-canvas-for-startups>.

Step 2 of 8 from the *less is more* digital marketing methodology.

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