

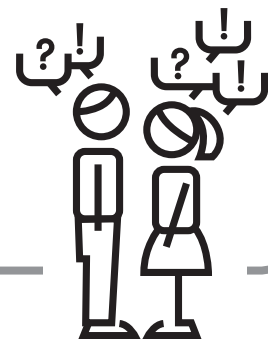


BRAND TOUCHPOINT MATRIX

DIRECTIONS:

1. First, make a list of all of the brand touchpoints (interactions customers and potential customers have with your brand) you can think of. Some will involve marketing, some won't (i.e. customer service, word of mouth, reviews, etc.)
2. Then, place the items from your list into a brand touchpoint matrix.
3. Choose 2-3 less personal brand touchpoints to bring into the top right quadrant. Of those, choose at least one brand touchpoint that isn't thought of as "marketing."
4. Brainstorm creative strategies with your team for making these touchpoints deeply personal and impactful on your customer, as opportunities to build a strong bridge between your brand and your target customer.

BRAINSTORMING NOTES:





BRAND TOUCHPOINT MATRIX

