

What are your *Key Touchpoints?*

	Do you use?	Giving right message?	Consistent?	Action needed?
Website	☐	☐	☐	☐
Social Media	☐	☐	☐	☐
Adverts	☐	☐	☐	☐
Events	☐	☐	☐	☐
Marketing Collateral	☐	☐	☐	☐
Product Brochures	☐	☐	☐	☐
Point of Sale	☐	☐	☐	☐
Customer Reviews	☐	☐	☐	☐
Thank You Letters	☐	☐	☐	☐
Feedback Surveys	☐	☐	☐	☐
Invoices	☐	☐	☐	☐
Subscription Renewals	☐	☐	☐	☐
Client Onboarding	☐	☐	☐	☐
Loyalty Programmes	☐	☐	☐	☐
Email Marketing	☐	☐	☐	☐
Merchandising	☐	☐	☐	☐
Blogs	☐	☐	☐	☐
Podcast	☐	☐	☐	☐
Apparel/Uniform	☐	☐	☐	☐



	Do you use?	Giving right message?	Consistent?	Action needed?
Direct Mail	☐	☐	☐	☐
Friends & Family	☐	☐	☐	☐
Newsletters	☐	☐	☐	☐
Telephone Calls	☐	☐	☐	☐
Referral	☐	☐	☐	☐
Live Chat	☐	☐	☐	☐
Chatbots	☐	☐	☐	☐
Product Demos	☐	☐	☐	☐
Signage	☐	☐	☐	☐
Packaging	☐	☐	☐	☐
Retail Store/Office	☐	☐	☐	☐
Receipts	☐	☐	☐	☐
Email Signature	☐	☐	☐	☐

From your Actions Needed list, create a plan to enhance your digital and physical touchpoints.

