01. The Awareness Stage

TOUCHPOINT: Social Media	
You'll likely see social media included in every section of this template but perhaps most often, it's a touchpoint that many consumers use to reach out to, or learn more about, a brand or business for the first time. Social media is naturally a great way to increase brand awareness and engagement, no matter the channel or platform used.	
Your Bio: ● You have limited space to work with when creating your social media bio, so it's important to make the most of it. Check that all fields are filled in completely and accurately with current brand messaging. Don't be afraid to change your bio to reflect different seasons of your business and what you're hoping to draw attention to.	☐
Your Visual Branding: ● As consumers, we often experience a brand for the first time visually. Branding across social media for businesses is important because it shows authority and authenticity. Elements like having the same profile picture, publishing aesthetic, and description will help your business achieve a more cohesive digital presence. Ask yourself: Is it time to update your brand photography?	☐
Your Content: ● These days, it's common for someone to stumble across your brand as a result of someone else they follow sharing your content (word-of-mouth). Whether it's a post on your feed, pin, video, story or reel, make it count! The relevance of your content is increasingly more important than the frequency in which you share it.	☐
● Only well-crafted content that understands its audience and tells a compelling brand story will cut through the clutter in a world competing for people's attention. Think outside the box with your social media campaigns. Is there another way you can communicate your message in a more creative way than your competitor?	☐

TOUCHPOINT: Public Relations, Advertising & Partnerships	
Print, digital, and even TV/radio are forms of online and offline advertising that can act as the initial touchpoint or introduction to your brand. To elevate these interactions, be sure to:	
● Know your target audience profile to yield better ad campaign engagement.	☐
● Have a clear CTA and the right visual aids to guide your audience.	☐
● Build a landing page that's relevant to each advertisement.	☐

🔍 Search   ⚡

🏠 Home
🔔 Notifications
⬇ Show more

FAVORITES   ›

SPACES   🔍 ⌄

+ NEW SPACE

⊞ Everything
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📁 Brand Touchpoints Templ... ⋯ +
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DASHBOARDS   ›

DOCS   ›

🔍 Search tasks...   ⌄ | ⚑ Filter   ⊕ Group by: Status   ⫶ Subtasks   ⊙ Show   ⋯

⊙ **02. The Interest/Consideration Stage** ⓘ   + NEW TASK   ✓ SHOW CLOSED

⊙ **TOUCHPOINTS TO CONSIDER**   9 TASKS   ⊕

› ✓ Knowledge-base Content ⑂ 1 ≡ [interest/consideration stage]

› ✓ Product Samples, Demonstrations, Free-Trials or Complimentary Consultations ⑂ 2 ≡ [interest/consideration stage]

› ✓ Social Proc [■ 1 TOUCHPOINTS TO CONSIDER] age

⌄ ✓ Live Chat Option or Q&A ⑂ 1 + ≡ [interest/consideration stage] 🏷 ✏   ⋯

✓ The easiest way of getting that question answered is to offer a live chat option. Having a live chat bot is ideal for quick and easy customer service and to personalize your brand — just make sure someone is actually on the other end to get back in touch!

› ✓ Visual Branding ⑂ 4 ≡ [interest/consideration stage]

› ✓ Website Retargeting ⑂ 1 ≡ [interest/consideration stage]

› ✓ Email Newsletter + Nurture Sequences ⑂ 1 ≡ [interest/consideration stage]

› ✓ Social Media Responsiveness & Level of Interaction ⑂ 1 ≡ [interest/consideration stage]

› ✓ Staff/Customer Service ⑂ 1 ≡ [interest/consideration stage]

+ New task