____ COMPANY BLOG NEWSLETTERS TOUCHPOINT MENU ____ WORD OF MOUTH SOCIAL MEDIA ____ CUSTOMER RATINGS ____ WEBSITE NAVIGATION SHALLOW ____ STORE DESIGN ____ ARCHITECTURE __ NAME ____ TRADEMARK ____ POINT OF SALE ___ TAGLINE MOBILE APPS ____ ELEVATOR PITCH ____ MARKETING EMAILS ___ PRODUCT DESIGN ___ FOLLOW UPS ____ CATALOG ____ THANK-YOU CARDS ____ LOYALTY PROGRAM WEBSITE CONTENT ____ BROCHURE ____ PERSONAL OFFERS ____ UNBOXING EXPERIENCE __ BUSINESS CARDS PACKAGING ____ SERVICE ADVISORS __ PRICING ____ MONTHLY STATEMENTS ____ MEDIA ARTICLES ____ ACCOUNT ALERTS PRODUCT PLACEMENT ___ APPLICATION FORMS ____ ADVERTISING ____ SALES PITCHES ____ SIGNAGE ____ PRODUCT DEMOS __ VEHICLE GRAPHICS TRADESHOW BOOTH GENERAL ← → PERSONAL FOUNDING STORY FREE SAMPLES THOUGHT LEADERSHIP PRODUCT USE **BOOK PUBLISHING** USER'S MANUAL **PARTNERSHIPS** CUSTOMER REVIEWS **EMPLOYEE BEHAVIORS** BRAND ADVOCACY WELCOME PACKET _____ INTRA-TRIBE DISCUSSION KEYNOTE SPEECHES PERSONAL BUSINESS COMMUNITY GIVEBACKS ____ SEMINARS SPONSORSHIPS ____ WORKSHOPS __ IN-STORE CLASSES CUSTOMER EVENTS OPEN HOUSES CALL CENTER

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