

360° BRAND: FROM TO

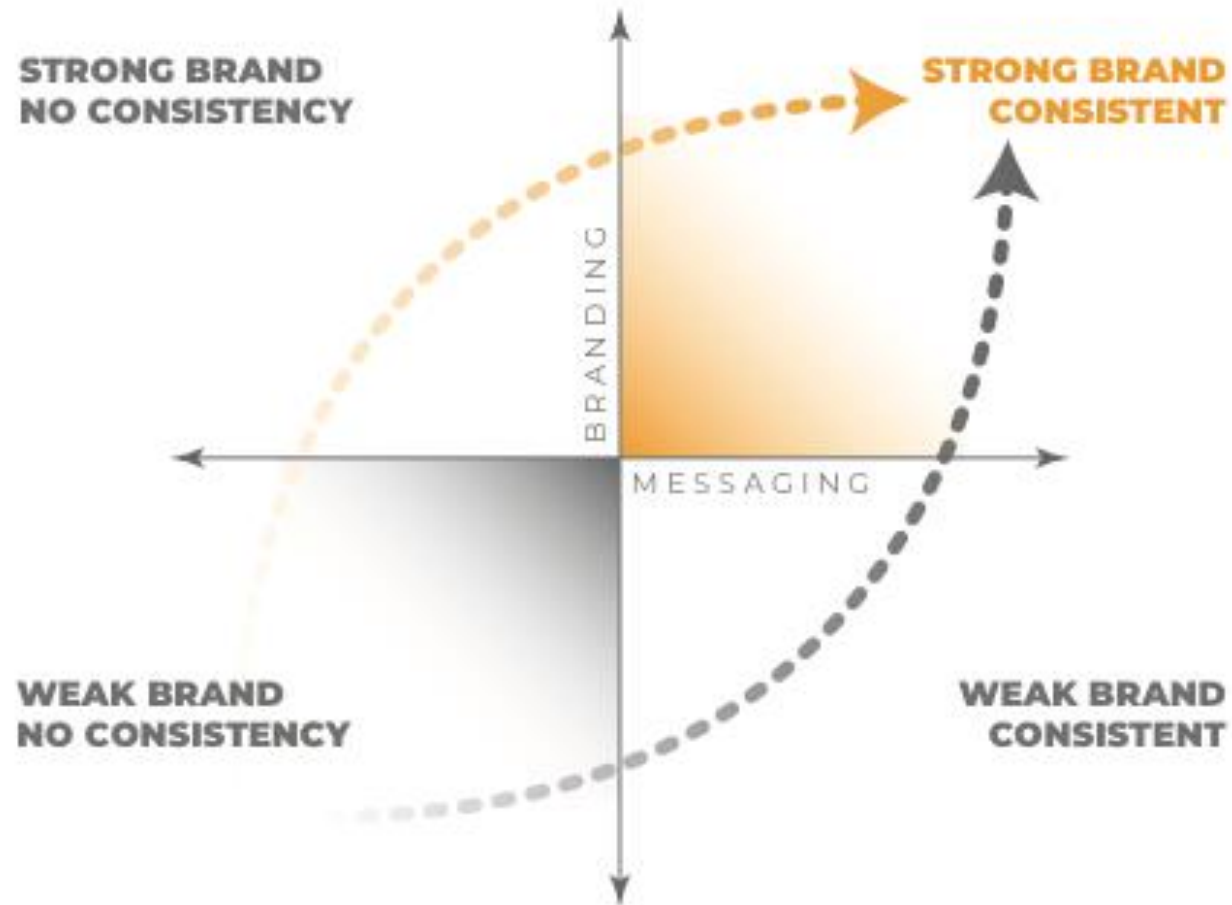
PRESENTED BY

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4 QUADRANTS

Brand Consistency Meter



Start **Where You Are**

“I have learned...
people will forget what you said;
people will forget what you did.
But people will never forget how
you made them feel.”

~



5 Senses

Sight _____

Sound _____

Smell _____

Taste _____


Touch _____

How do you make people *feel*?



WHAT IS IT *For*?

The 4 I's of Marketing begin with Your Brand.

-  Image
-  Influence
-  Impact
-  Income

WHAT DOES IT ?

The Impact:

- 🔥 Improves Customer Experience, Retention, Ratings
- 🔥 Ensures Market Relevance & Competitive Advantage
- 🔥 Improves Ownership Return & Asset Value
- 🔥 Decreases Errors and Costs Associated with Errors
- 🔥 Improves Team Member Retention & Engagement
- 🔥 Easier Recruitment
- 🔥 Increased Productivity
- 🔥 Higher Per Sale Average

WHAT I WANT TO BE *Known* FOR.

Words that support that:

 _____

 _____

 _____

 _____

 _____

 _____

 _____

 _____

7 *Signature* TOUCHPOINTS

Make a lasting impression...

1. Brand
2. Greeting
3. Arrival / Meeting
4. Pillars
5. Interaction / Delivery
6. Payment
7. Follow-up / Ongoing



WHAT'S ?

I *Am* _____
Your Name & Company

I / We this: _____
Brief, So We Get the Gist:

I'll begin my *360°* signature touchpoint: _____ with this

Doing *t* : _____



Brand Badasses

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