

# 360° BRAND: FROM GREETING TO GOODBYE



BRANDING | VIDEO | DIGITAL | DESIGN

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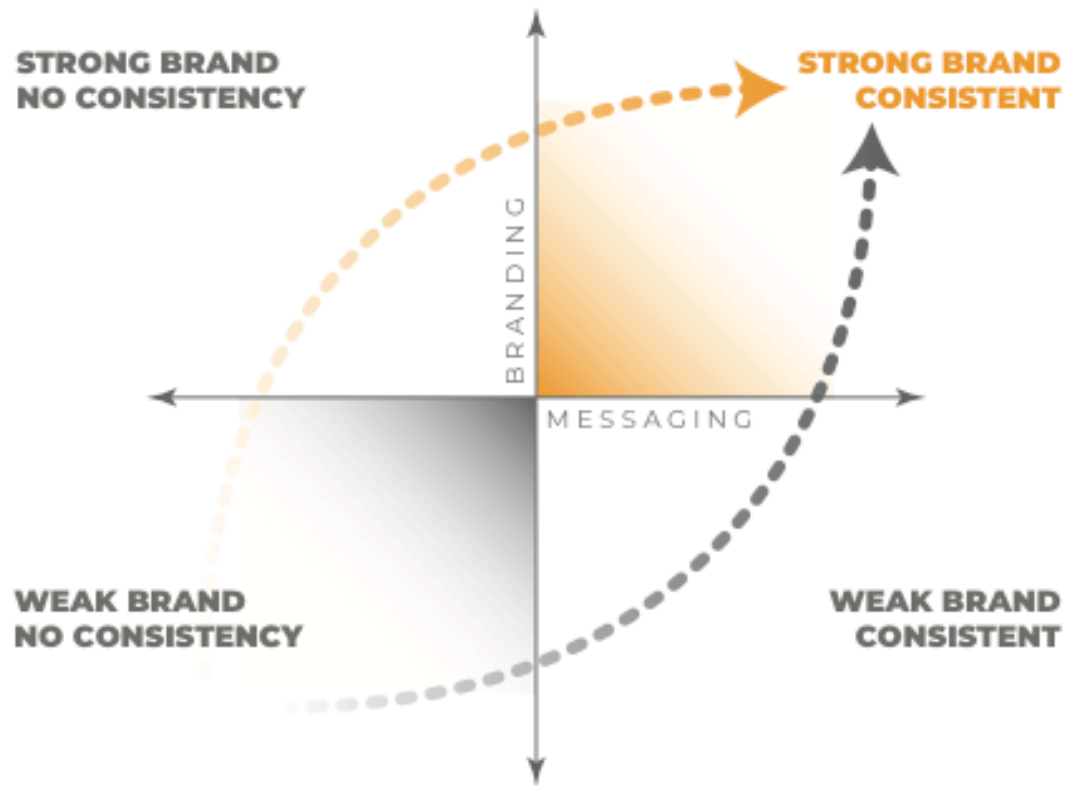
**PRESENTED BY**

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# 4 QUADRANTS

Brand Consistency Meter



*Start* **Where You Are**

# 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 *Do* ?

**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.

*Yes* Words that support that:

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

# 7 *Signature* TOUCHPOINTS

1. Brand \_\_\_\_\_

2. Greeting \_\_\_\_\_

3. Arrival \_\_\_\_\_

4. Pillars \_\_\_\_\_

5. Interaction / Delivery \_\_\_\_\_

\_\_\_\_\_

6. Payment \_\_\_\_\_

7. Follow-up / Ongoing \_\_\_\_\_

\_\_\_\_\_

# WHAT'S *Next* ?

I *Am*

\_\_\_\_\_

Your Name & Company

I / We *Do* this:

\_\_\_\_\_

Brief, So We Get the Gist

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

\_\_\_\_\_

Doing *this* :

\_\_\_\_\_

\_\_\_\_\_



*Brand  
Badasses*  
A BLAZE EXPERTS PODCAST



Set your **brand** on fire.

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