

360° BRAND:
FROM
Greeting
TO
Goodbye

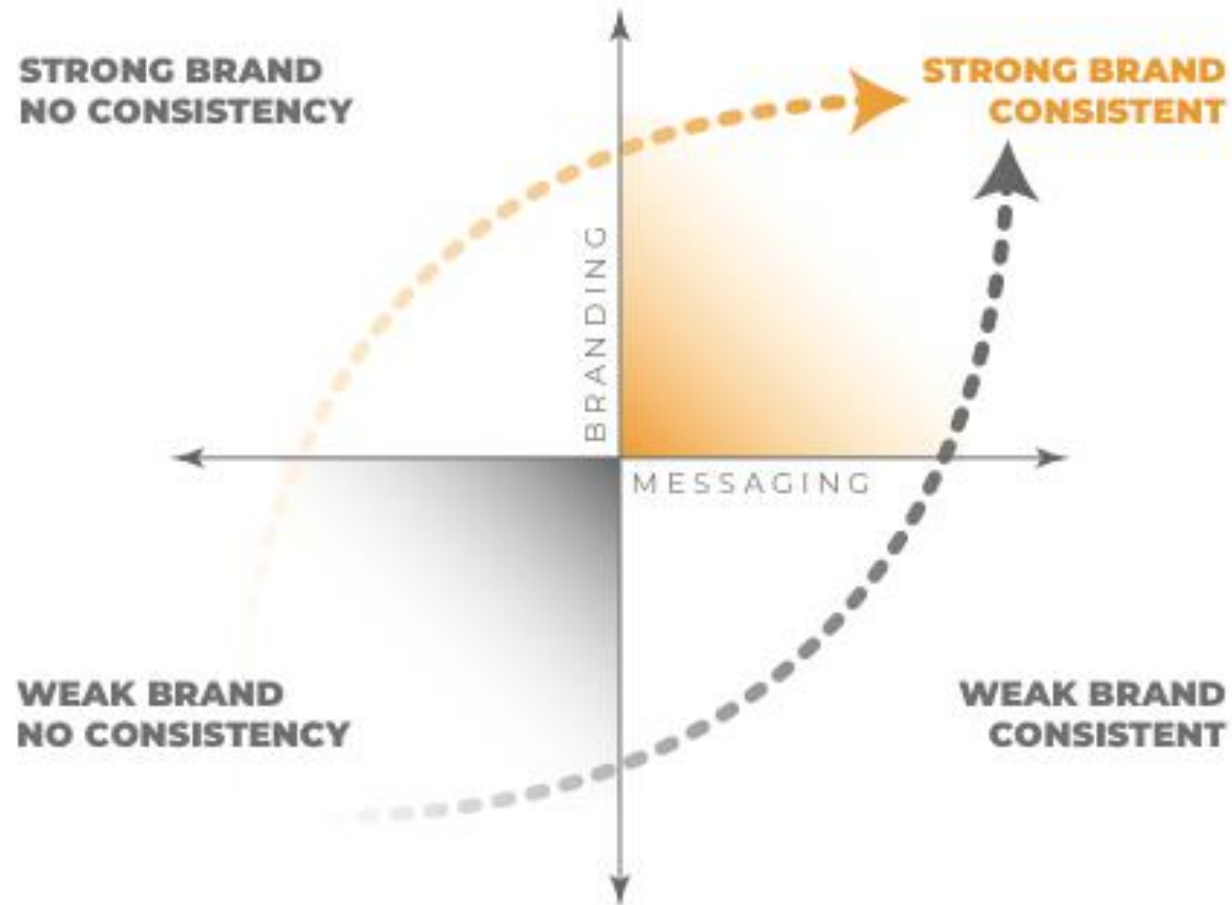
PRESENTED BY

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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.”

~Maya Angelou



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

Make a lasting impression...

1. **Brand**
2. **Greeting**
3. **Arrival / Meeting**
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

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