

360° BRAND: FROM GREETING TO GOODBYE



BRANDING | VIDEO | DIGITAL | DESIGN

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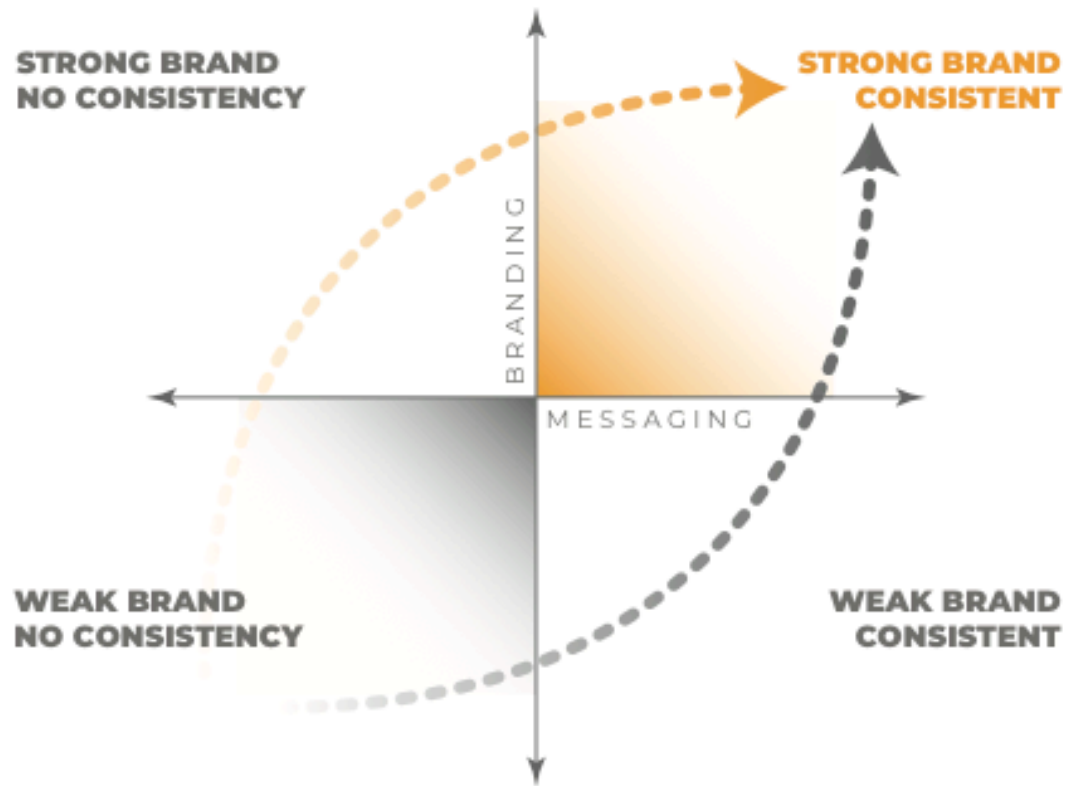
PRESENTED BY

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Brand Architect and CEO

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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