# how to align your brand touchpoints

A **brand touchpoint wheel** helps you engage internal teams in working together to interpret and reinforce the brand appropriately at all touchpoints. It's a visual representation of all your brand touchpoints and how different stakeholder groups impact them. Follow these steps to build one:

1. **audit** – compile a list and examples of all of the ways people in the outside world come into contact with your company and all of the experiences your company provides.
   - organize your audit by:
     - interactions with customers **pre-purchase**, **purchase**, and **post-purchase** -- and then add **non-customer** interactions like corporate touchpoints, or
     - **static** touchpoints like advertising or packaging, **people** touchpoints like call centers or salespeople, and **interactive** touchpoints like social media or websites
   - remember to include all of your products
   - consider convening a cross-functional team to conduct the audit so you get more comprehensive results

2. **map** – list the internal groups that are responsible for each touchpoint and/or the processes that produce them -- and then map where there are commonalities between touchpoints.

3. **assemble** – organize the list by group or process and then put together a wheel:
   - put your brand in the center
   - position all of the touchpoints on the rim
   - show the different groups and/or processes that impact the touchpoints as spokes radiating out to them
   - use layers inside the wheel to organize groups and processes together
   - be prepared to go through several rounds of draft wheels before a final version is set

4. **evaluate** – use customer research, self assessments, and industry reports to evaluate the experience your company delivers at each touchpoint.

5. **prioritize** – identify which touchpoints you should focus your efforts on by:
   - comparing the evaluations from step #4 above to your brand platform and desired customer experience to illuminate which touchpoints are most out of alignment
   - using the sources from #4 to determine which touchpoints have the most impact on customers' and other outside stakeholders' expectations and experiences
   - for those touchpoints with the largest gaps, evaluating the size of the gap against an estimate of the cost of making improvements to it
   - determining how important different touchpoints will be to your company's longer term goals and objectives
   Designate the top 5 – 10 touchpoints to optimize right away.

6. **act** -- create an action plan for optimizing the top touchpoints, measuring your improvements, and managing them on an ongoing basis.



template
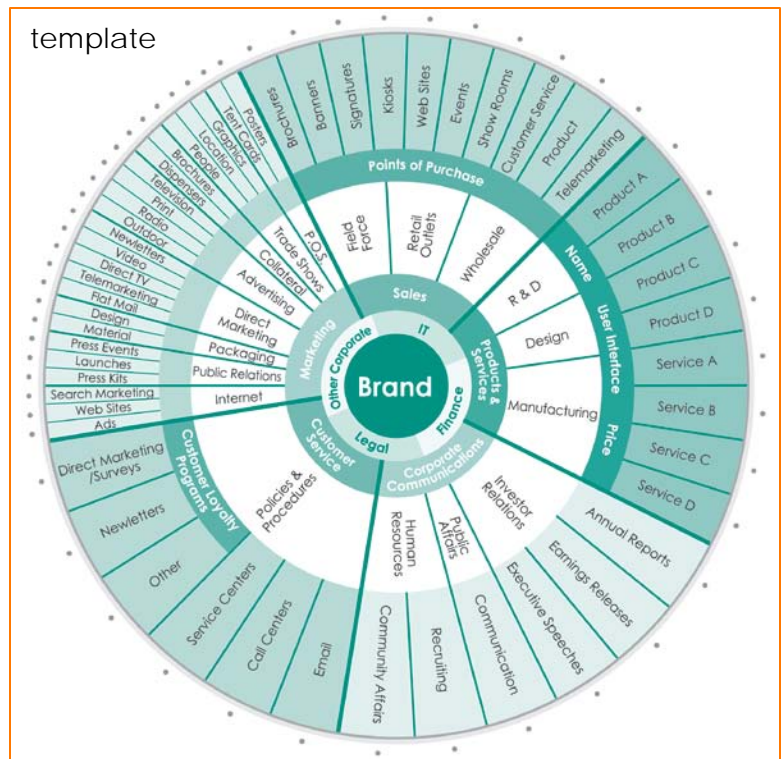
**visit http://deniseleeyohn.com/bbb to view Denise's "How to Build a Breakthrough Brand" video series and access other worksheets**

dly