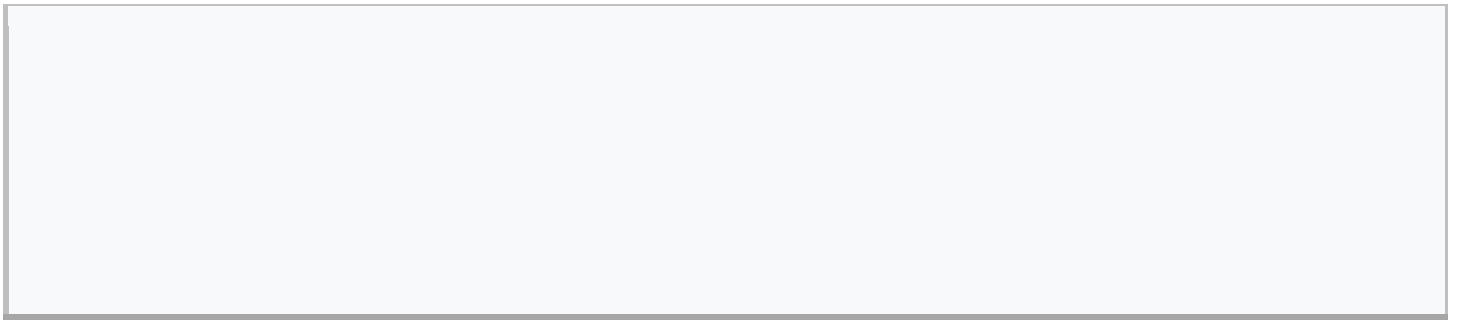


# BRAND COMMUNICATION STRATEGY CHANNELS TEMPLATE

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CUSTOMER JOURNEY STAGES  
CONTENT STRATEGY

CORE BRAND MESSAGE



PREPARED BY

# CUSTOMER JOURNEY STAGES CONTENT STRATEGY

JOURNEY STAGE	MESSAGING ANGLE	CHANNEL	WHY WILL CONSUMERS BUY?
<b>AWARENESS</b>			
<b>EDUCATION</b>			
<b>RESEARCH</b>			
<b>EVALUATION</b>			
<b>DECISION</b>			
<b>PURCHASE</b>			
<b>ONBOARDING</b>			
<b>RETENTION</b>			
<b>LOYALTY</b>			

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