



Foreword

STRATEGIC TOUCHPOINTS



Strategic touchpoints help ensure your business stays visible and connected beyond one-time promotions. This overview focuses on planning offline, online, and client relationship touchpoints so that marketing efforts feel intentional rather than incidental.

Use it to:

- step back from day-to-day activity
- plan meaningful touchpoints with your audience
- reflect before committing time or budget

Wishing you clarity and confidence as you grow your small business.

The KBM D3signs Team

If you're looking for practical marketing tools, templates, or branded items, you're welcome to browse the [CocoonIt store on Zazzle](#).

Strategic Touchpoints

OFFLINE OPTIONS



<input type="checkbox"/>	Calendar magnets	
<input type="checkbox"/>	Door hangers	
<input type="checkbox"/>	Flyers during peak seasonal demand	
<input type="checkbox"/>	In-store counters	
<input type="checkbox"/>	Mid-year check-in offers	
<input type="checkbox"/>	Package inserts	
<input type="checkbox"/>	Appointment cards	
<input type="checkbox"/>	Referral cards	
<input type="checkbox"/>	Loyalty cards	
<input type="checkbox"/>	Loyalty or renewal incentives	
<input type="checkbox"/>		
<input type="checkbox"/>		

Strategic Touchpoints

ONLINE OPTIONS



<input type="checkbox"/>	Monthly reminders	
<input type="checkbox"/>	Quick seasonal tips	
<input type="checkbox"/>	Before/after images	
<input type="checkbox"/>	Testimonials	
<input type="checkbox"/>	Seasonal promotions	
<input type="checkbox"/>	Local hashtags and event mentions	
<input type="checkbox"/>		
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<input type="checkbox"/>		
<input type="checkbox"/>		

Strategic Touchpoints

CLIENT RELATIONSHIP TOUCHPOINTS



<input type="checkbox"/>	Thank-you messages	
<input type="checkbox"/>	Anniversary of service	
<input type="checkbox"/>	Reminder of expiring services	
<input type="checkbox"/>	"We missed you" win-back prompts	
<input type="checkbox"/>	Acknowledging client milestones or achievements	
<input type="checkbox"/>	Seasonal or holiday greetings	
<input type="checkbox"/>	Birthday message (where appropriate and consented)	
<input type="checkbox"/>		
<input type="checkbox"/>		
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