



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 <u>CocoonIt store on Zazzle</u>.

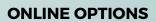
Strategic Touchpoints





Calendar magnets	
Door hangers	
Flyers during peak seasonal demand	
In-store counters	
Mid-year check-in offers	
Package inserts	
Appointment cards	
Referral cards	
Loyalty cards	
Loyalty or renewal incentives	

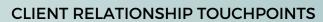






Monthly reminders	
Quick seasonal tips	
Before/after images	
Testimonials	
Seasonal promotions	
Local hashtags and event mentions	

Strategic Touchpoints





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