

Content Strengths by Customer Touchpoint

CUSTOMER TOUCHPOINTS

	Desktop	E-Mail	In-Store	Packaging	Print Advertising	Event	Tablet App/ Smartphone	Tablet Web/ Smartphone	TV/Radio	Text	Digital Signage
Short Form Editorial	●	●	○	◐	◐	●	●	●	◐	◐	◐
Long Form Editorial	●	◐	○	○	○	●	●	◐	○	○	○
Product Summary	●	●	●	●	●	●	●	●	◐	◐	◐
Product Detail	●	◐	○	○	○	○	◐	●	○	○	○
Parallax Story	●	N/A	N/A	N/A	N/A	○	●	●	N/A	N/A	●
Instructional Materials	●	○	○	◐	◐	◐	●	●	○	○	○
Announcement	●	●	●	●	●	●	●	●	●	●	●
Forms	●	○	○	○	◐	◐	◐	◐	N/A	N/A	N/A
Display/Signage	○	○	●	○	○	●	○	○	N/A	○	●
User Created Content	●	○	○	○	○	●	●	●	○	N/A	○
Coupon	●	●	◐	◐	●	◐	◐	●	○	◐	○
Click to Call	◐	◐	○	N/A	N/A	○	●	●	○	○	N/A
Click to Map	●	◐	○	N/A	N/A	○	●	●	○	○	N/A
Social Sharing	●	◐	◐	◐	◐	●	●	●	○	◐	N/A
Search	●	N/A	N/A	N/A	N/A	N/A	●	●	N/A	N/A	N/A
Cart	●	◐	◐	N/A	N/A	N/A	●	●	N/A	N/A	N/A
QR Codes	◐	○	●	●	●	●	●	●	N/A	N/A	●

CONTENT TYPES

FUNCTIONS

- Strong
- ◐ Moderate
- Weak