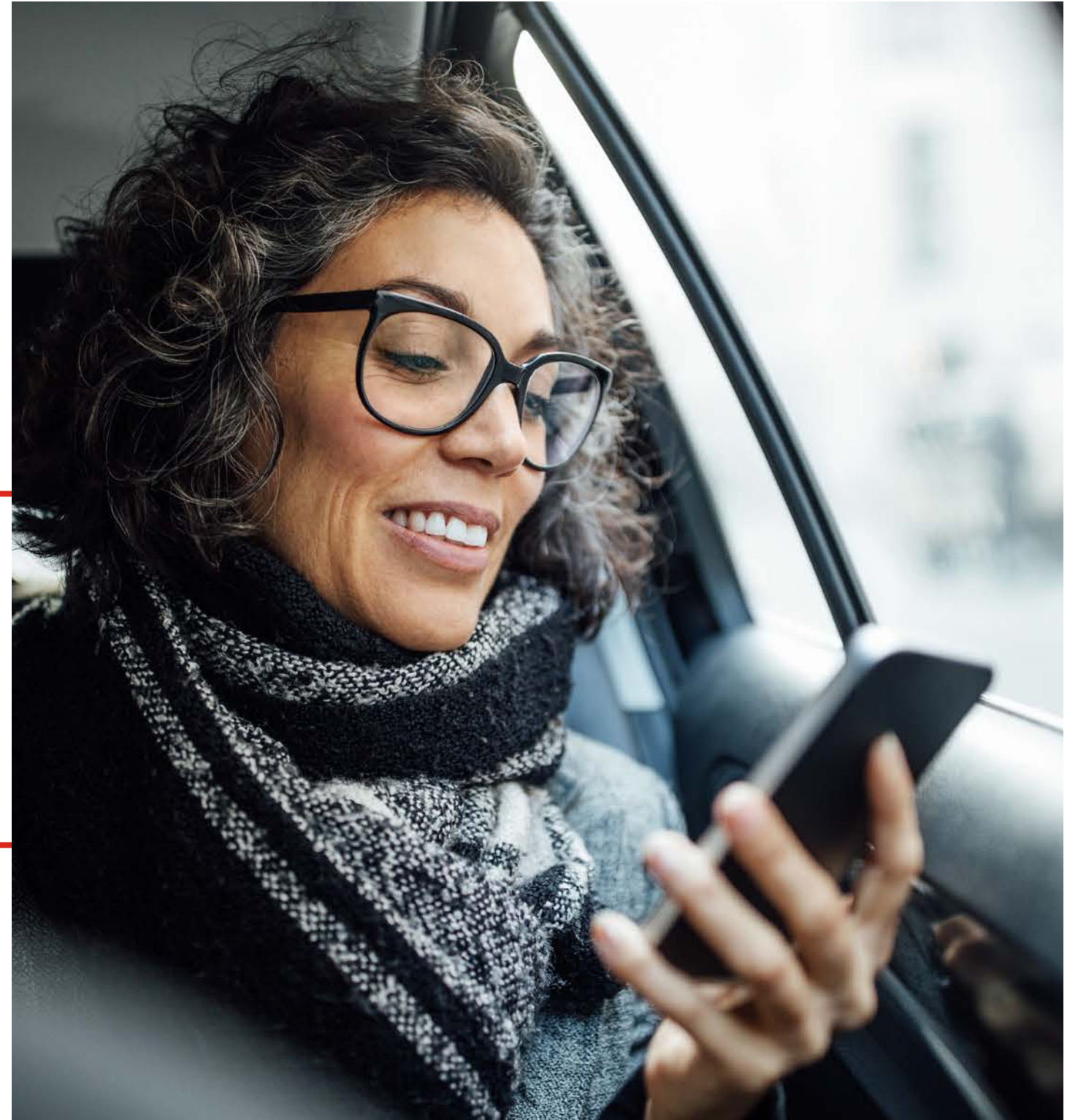


Touchpoint Strategies for Greater Impact

The goal of touchpoint strategies:

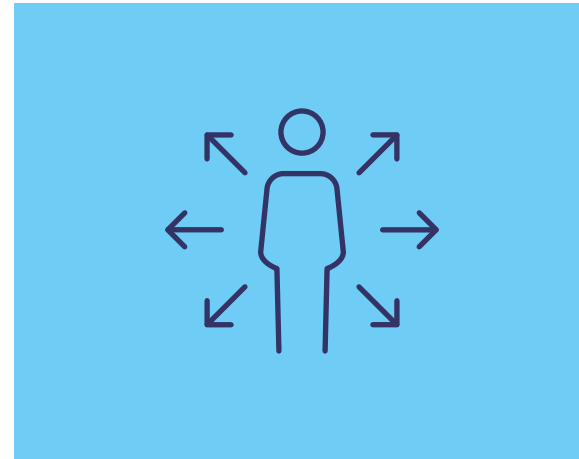
Whether you're in marketing or in the postal industry, you'll learn strategies to help your client's business, or your business, grow by delivering great customer experiences.





01

Touchpoint strategies can form a best-in-class customer experience and help businesses close sales.



02

Touchpoints include interactions a brand has with its customers, both online and offline, across all stages of the journey.

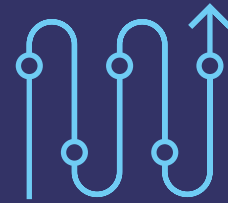


03

Touchpoints can be, but aren't limited to, emails, calls with sales reps, digital banners, and direct mail.

On average,
it takes
approximately
five to seven
touchpoints to
close a sale.





**Businesses are wired for
transactions, not journeys.**

So how should companies tackle this issue?

See the world as
customers do
based on the data
they generate.

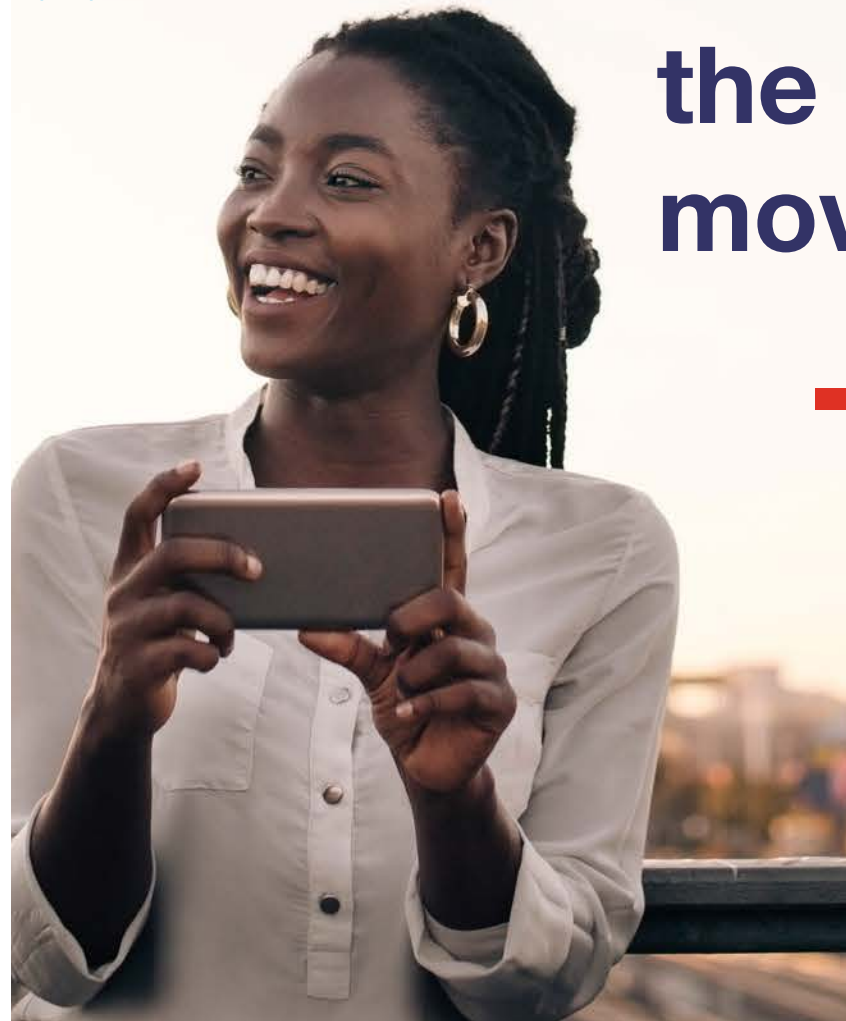
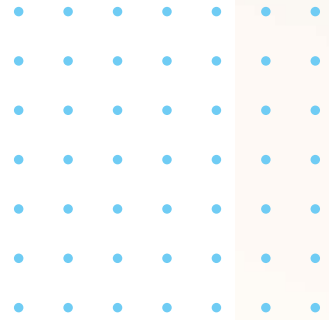




- •
- •
- •
- •
- •
- •
- •

Identify journeys
that matter—
to the customer.



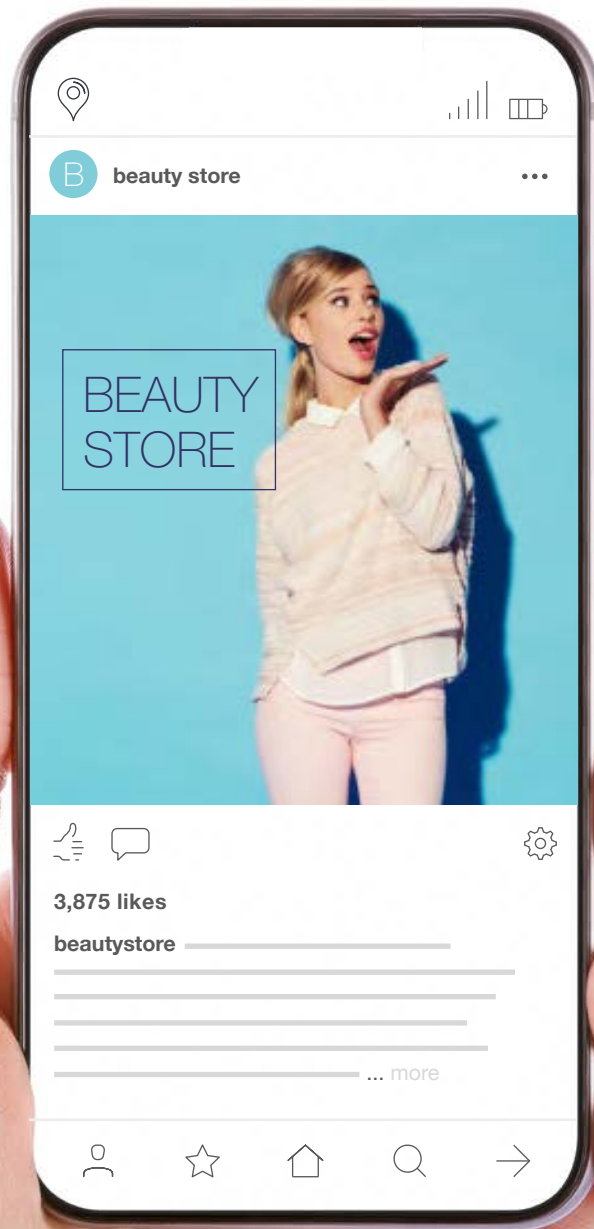


**Understand how
customers navigate across
the touchpoints as they
move through the journey.**





Touchpoints in action



1 See brand on social media.

2 Follow brand on social media.

3 Receive complimentary samples in the mail.

4 Read glowing review from local aesthetician.

5 Make purchase.

6 Receive follow-up email.



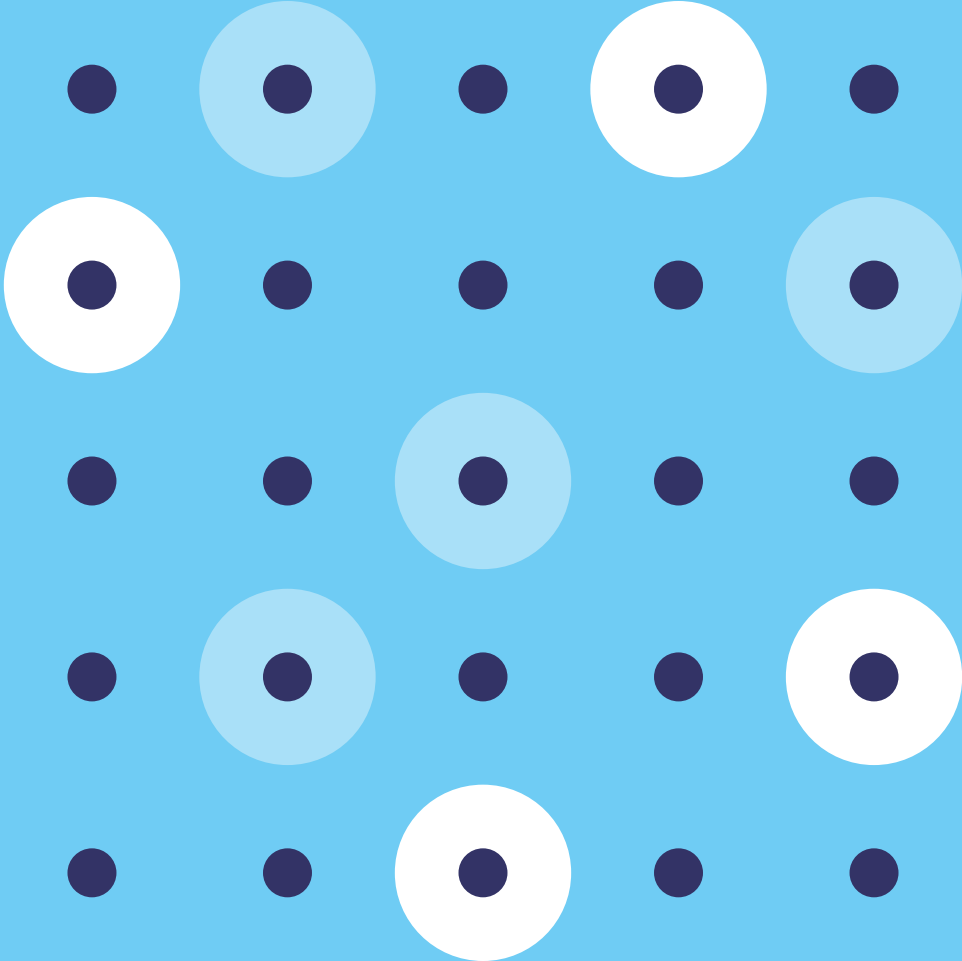


Think about thresholds of conversion rather than direct response funnels.

In the previous example, it wasn't a single touchpoint that converted you into a customer, but a convergence of touchpoints, both online and offline.



By unifying data, businesses can recognize touchpoint gaps and opportunities to improve the journey.

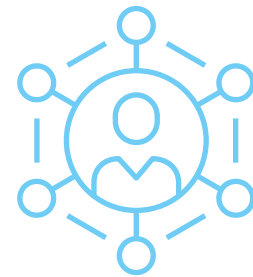




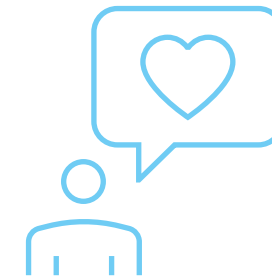
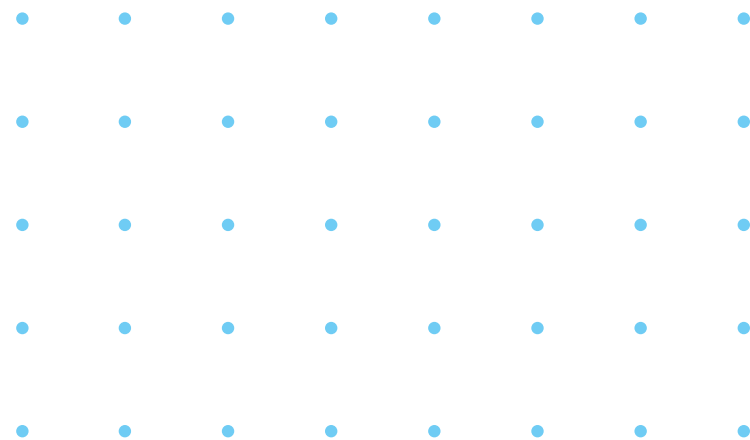
New technologies, such as retargeting and automation, are important and effective cornerstones to any touchpoint strategy by bridging the offline-to-online gap.



The new ROI is ROX*



It's crucial that brands look **to close the gap** between customer touchpoints, the channels where customers live, and most important, the experience they expect.

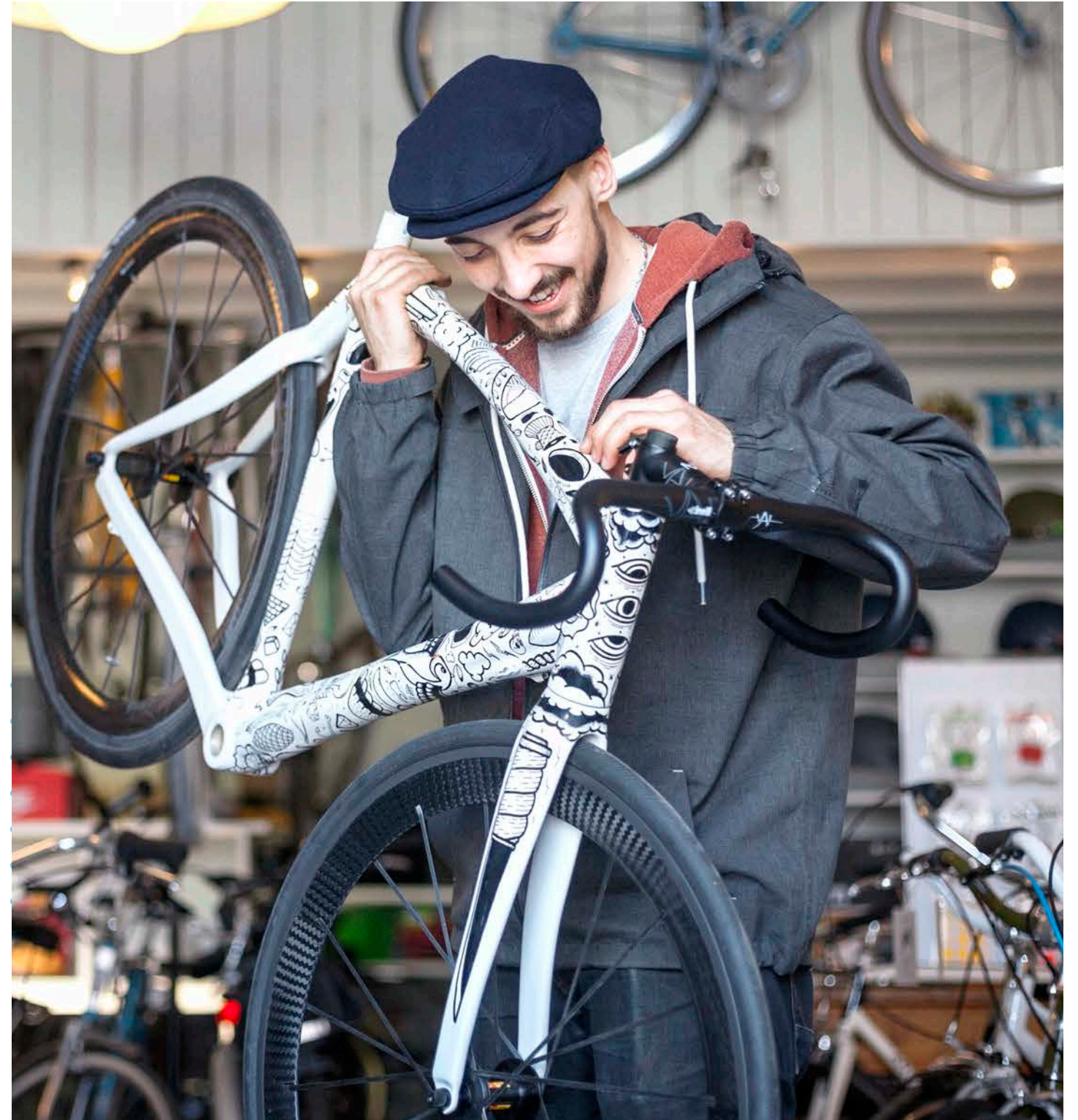


Return on experience means not only having the right customer experience strategy, but to do it moment to moment, at scale, on any channel, and in real time.

* ROI = return on investment; ROX = return on experience

Each touchpoint strategy and customer journey starts with a clear goal.

And goals can no longer be driven only by ROI. They need to be driven by the customer experience too.



Goals range from awareness to loyalty

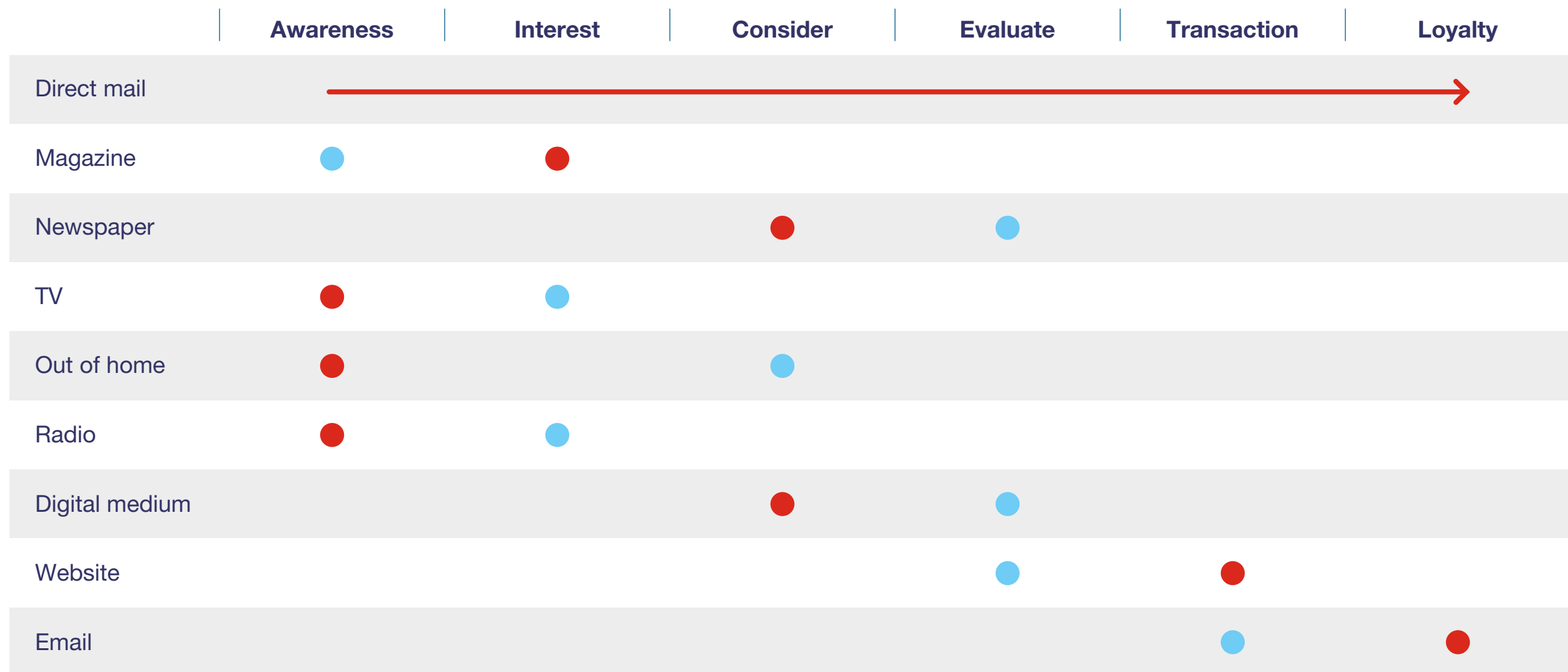
Increase brand awareness
Increase leads
Increase conversions

Effective up-sell
Effective cross-sell
Effective win-back
Retention



Direct mail addresses all of the touchpoints

In an omni-channel landscape, direct mail plays a key role working with primary and secondary channels at each stage along the journey.



Test, measure, and optimize



Once you have the right goals in place and a smart touchpoint strategy to support your goals, implement a measurement plan.

Measuring doesn't just show you what's happened, it also helps you plan ahead.

Let's take a look at the information you should consider for your measurement plan.



Decide on critical data points and KPIs*

What do you currently know about audience demographics, behaviors, perceptions, etc.?

What do you want to know for each stage of the journey?

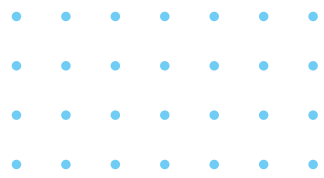
What data do you need to know about audiences in order to sort them into the right segment?

Do you need to test creative, messaging, or media options against each other?

Which channels do you need to measure? What are the specific data points needed for different media (e.g., bounce rate on the website vs. click-through rates on banner ads)?



* KPI = key performance indicator



Key takeaways



Smart touchpoint strategies

allow you to see the world as your customers do.



The customer experience

is just as important as ROI to differentiate your brand.



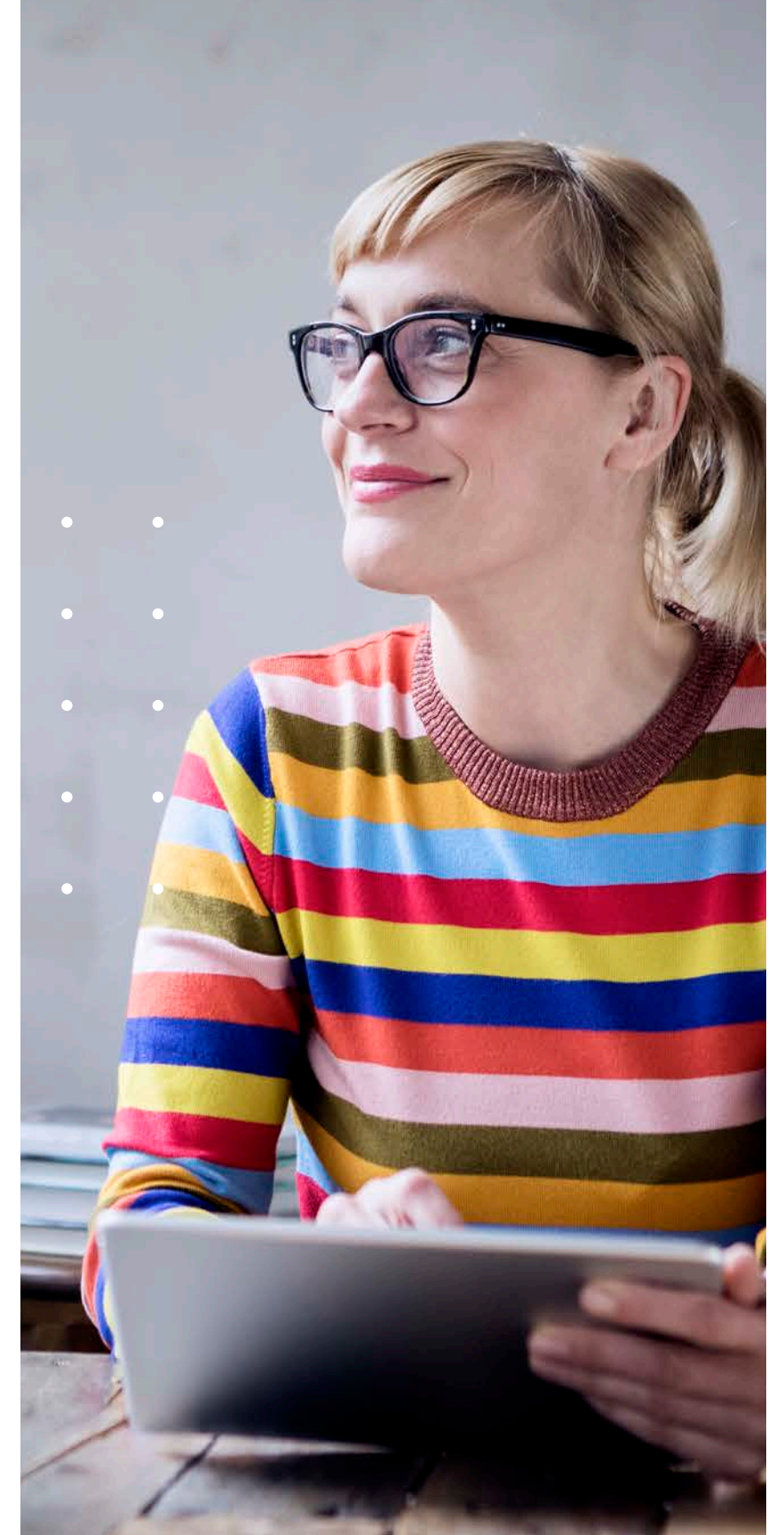
Break silos so the entire experience goes beyond the product.



Define clear goals that move your customers along the customer journey.

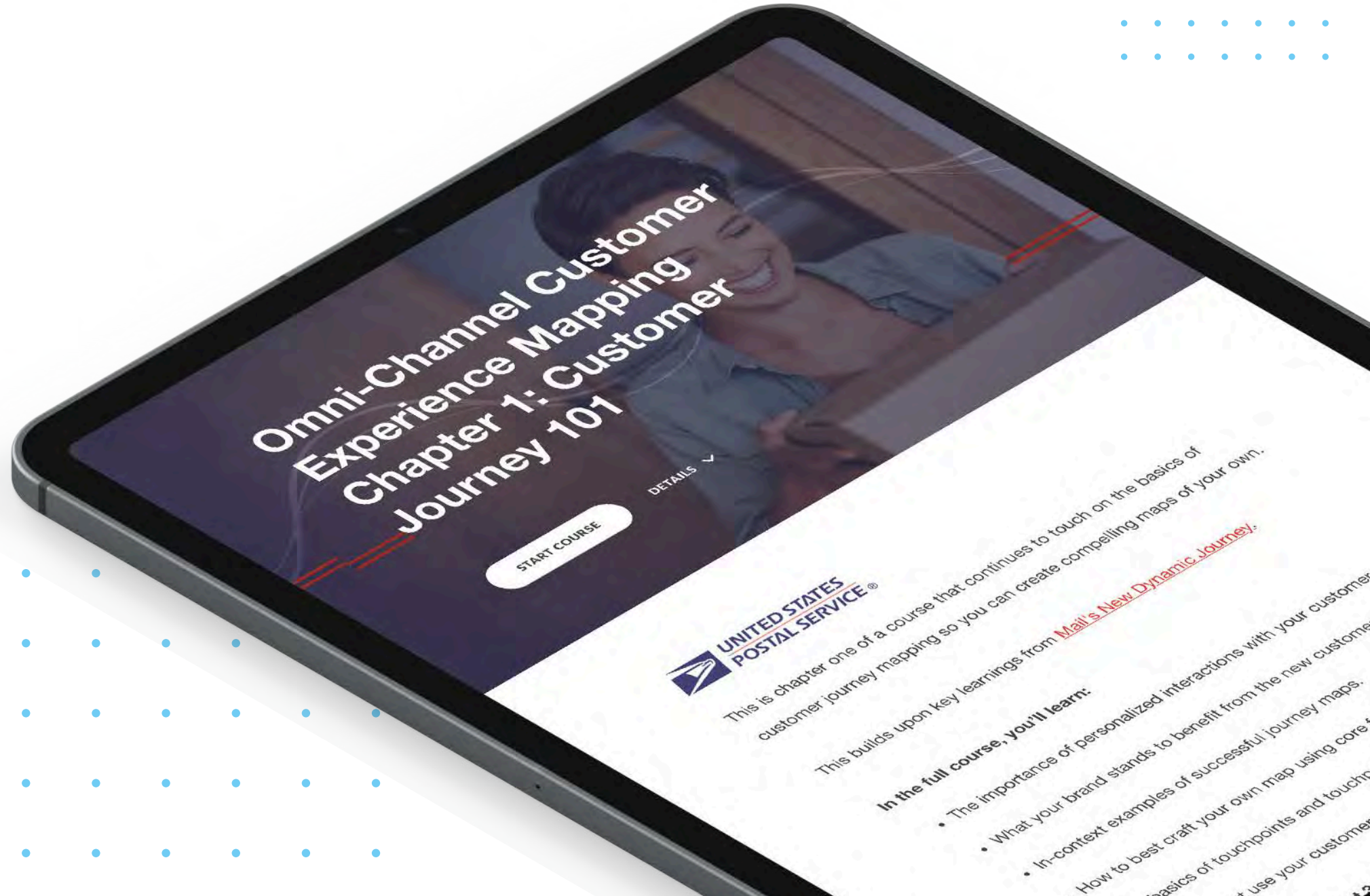


Test, measure, and optimize.



For more in-depth learning on touchpoints, take our course **Omni-Channel Customer Experience Mapping.**

uspsmailjourney.com



Thank You



©2020 United States Postal Service. All Rights Reserved.
The Eagle Logo is among the many trademarks of the U.S. Postal Service.