

the brand experience

part 4 brand engagement

Part 4 is about brand engagement

1. Perceptions:

List how you want your clients to perceive you

2. Communication:

List the available channels of communication you might have with your target market

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3. Experience:

Describe the whole experience clients might have with your brand

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determining your brand archetype

4. What is your brand archetype?:

What kinds of actions might you take taking your archetype into consideration?