JOURNEY MAPPING

Since you've got some mapping momentum, there's one last organizational exercise.to help you evaluate each of your audiences' touchpoints. There are many reasons to do it.

Find gaps in communication
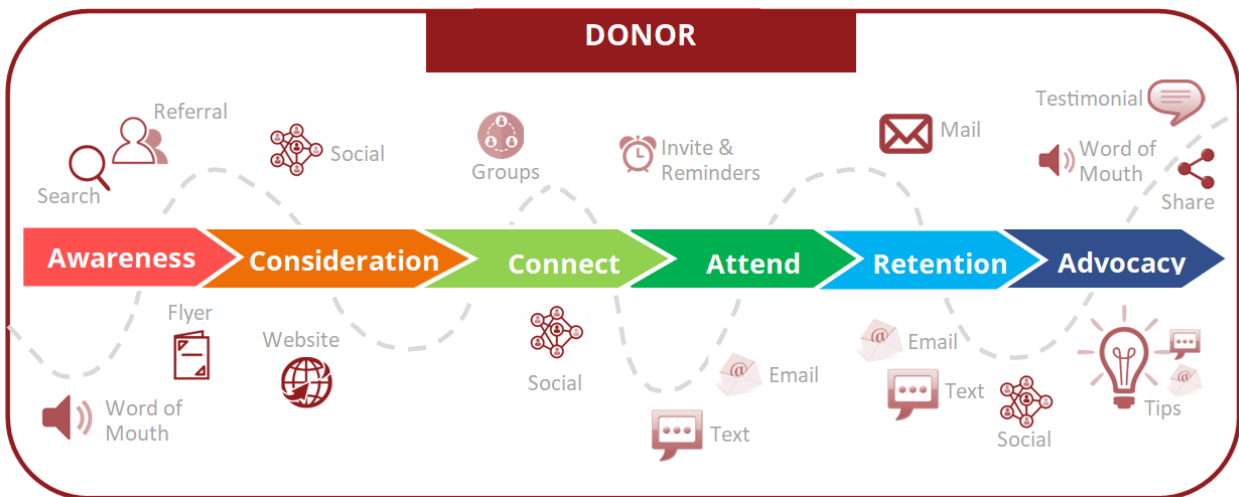
List assets needing updating/fixing

Deepen attraction and retention

Gain confidence and results

Example:

IMPLEMENTATION

Organize a list of all assets detailing the touchpoint and everything that needs to be addressed. A touchpoint is an interaction with your brand. It's your website, social, email, in-person, etc. If you want to be extra efficient, build this out with links to creative and references. I personally love a good MASTER file – the keeper of all-things – with timelines, dropdowns and color-coding — but you do you.

To truly evolve your marketing, you must make protecting the **brand and alignment top priority**. Reference your Brand Guide frequently to ensure you're clearly and consistently telling your story in a meaningful way.

Implementation Schedule - Basic Example

Date	Touchpoint	Asset Name	Task (new to be developed vs. update existing)	Details	Link