

Touchpoint Planning & Personalization

Account, Industry or Segment:	Persona / Role:	Product / Solution:

Stage of Buyer Journey: Education Solution Selection

Touchpoint: <i>(content, event, etc.)</i>			Touchpoint: <i>(content, event, etc.)</i>			Touchpoint: <i>(content, event, etc.)</i>		
Existing?	Creation Date?	Needs updates?	Existing?	Creation Date?	Needs updates?	Existing?	Creation Date?	Needs updates?
Offer:			Offer:			Offer:		
Personalization & Customization			Personalization & Customization			Personalization & Customization		
Industry or Account Level <i>(Images, stats or examples)</i>			Industry or Account Level <i>(Images, stats or examples)</i>			Industry or Account Level <i>(Images, stats or examples)</i>		
Persona Level <i>(Title personalization, empathy copy or other)</i>			Persona Level <i>(Title personalization, empathy copy or other)</i>			Persona Level <i>(Title personalization, empathy copy or other)</i>		
Company or Contact Level <i>(Fully customized)</i>			Company or Contact Level <i>(Fully customized)</i>			Company or Contact Level <i>(Fully customized)</i>		