

# Touchpoint Planning and 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>																		
<table><tr><td>Existing?</td><td>Creation Date?</td><td>Needs updates?</td></tr><tr><td></td><td></td><td></td></tr></table>	Existing?	Creation Date?	Needs updates?				<table><tr><td>Existing?</td><td>Creation Date?</td><td>Needs updates?</td></tr><tr><td></td><td></td><td></td></tr></table>	Existing?	Creation Date?	Needs updates?				<table><tr><td>Existing?</td><td>Creation Date?</td><td>Needs updates?</td></tr><tr><td></td><td></td><td></td></tr></table>	Existing?	Creation Date?	Needs updates?			
Existing?	Creation Date?	Needs updates?																		
Existing?	Creation Date?	Needs updates?																		
Existing?	Creation Date?	Needs updates?																		
Other:	Other:	Other:																		
<b>Personalization and Customization</b>	<b>Personalization and Customization</b>	<b>Personalization and Customization</b>																		
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>																		