**BRAND COMMUNICATION**

**STRATEGY CHANNELS**

**TEMPLATE**

CUSTOMER JOURNEY STAGES

CONTENT STRATEGY

Brand Name

CORE BRAND MESSAGE

|  |
| --- |
|  |



prepared by

first and last NAME

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CUSTOMER JOURNEY STAGES CONTENT STRATEGY

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| JOURNEY STAGE | MESSAGING ANGLE | CHANNEL | WHY WILL CONSUMERS BUY? |
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