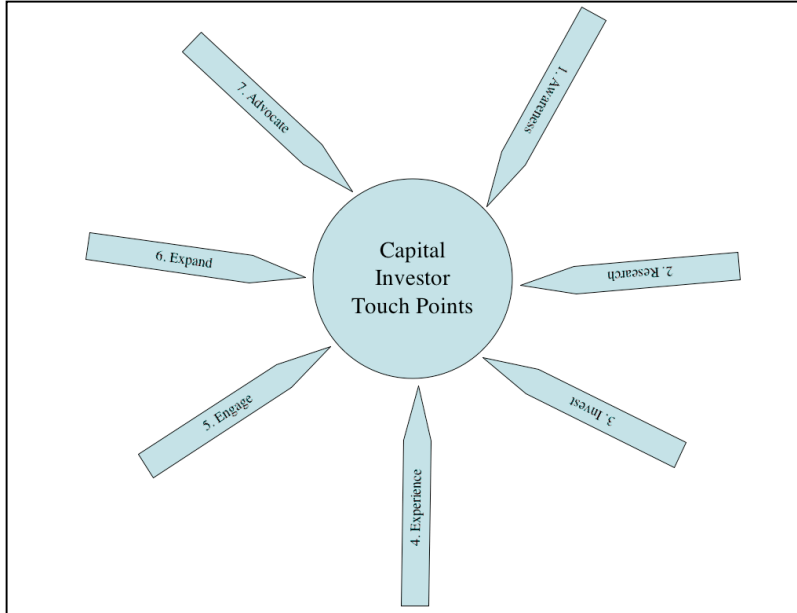


CAPITAL INVESTOR TOUCH POINTS

The touch point model is a tool to help marketers better understand the key stages involved in creating a sustainable relationship with their target from initial contact through loyalty. It is a holistic look at the process where every interaction presents an opportunity to deepen the relationship and take another step toward advocacy. In the



capital investment decision process, there are **7 touch points to consider when creating your place brand marketing plan** -

1. Awareness
2. Research
3. Invest
4. Experience
5. Engage
6. Expand
7. Advocate

It is important that each touch point is considered and that a tactical plan is created to help positively position your location in the minds and hearts of your

target capital investors. As you think through the 7 touch points, it will quickly become clear that economic development is very much a team sport and you will need to enroll the support from a range of community partners in order to be successful. Having a clear vision for what you plan to accomplish, engineering an optimal experience and delivering a consistent message at each step in the model will dramatically increase your odds of successfully accelerating economic growth.

Here are some power questions to consider as you build your touch point action plan.

1. Awareness - What is the first impression you want a capital investor to have of your location?
2. Research - How do you show capital investors that your community can meet the needs of their business and favorably compares to alternative locations?
3. Invest - How do you help the capital investor feel like he/she is making a smart choice investing in your community?
4. Experience - How do you exceed capital investor performance expectations?
5. Engage - How do you follow-up with the capital investor and remind him/her of their positive experience and feel like a part of your community?
6. Expand - How do you make the decision so easy that no other location will even be considered for business expansion?
7. Advocate - How do you help the capital investor easily share his/her story about your community with colleagues?

Having an action plan is important to ensure everybody involved in execution understands their role and you can be certain that there are sufficient resources to deliver the results you are striving for. A good action plan describes what you are going to do, who is responsible and involved in getting the tasks completed, when will the tasks be done, what resources are required, and what does success look like.

It is also important to create the action plan with the help of the people you need in the execution phase. The following table is a simple way to capture the key tactics of your touch point program.

TOUCH POINT PROGRAM EXECUTIONAL ACTION PLAN					
TOUCH POINT	TACTIC	WHO	WHEN	COST	KEY MEASURE
Awareness	•	•	•	•	•
Research	•	•	•	•	•
Experience	•	•	•	•	•
Engage	•	•	•	•	•
Expand	•	•	•	•	•
Advocate	•	•	•	•	•

As Zig Ziglar has said, you need to first plan to win, second prepare to win, and only then can you expect to win. The touch point model will help you plan to win.

ADDITIONAL RESOURCES:

<http://en.wikipedia.org/wiki/Touchpoint>

<http://blog.mcorpconsulting.com/tag/touchpoint/>

www.mark-ed.com/conclave/images06/dq.ppt