

How to Brand Across Multiple Touchpoints [Infographic]

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The number of touchpoints has expanded with the rise of **social** media and e-commerce. Here's a look at how you can meet your customers on the ever-expanding **digital** landscape.

Touchpoints include websites, store or office, point of sale, phone system, marketing and transactional emails, online help center, **social** media, service and support teams, and much, much more.

Is your **brand** consistent across all those touchpoints? A staggering 90% of consumers expect the customer experience to be consistent across all channels and devices used to interact with **brands**, according to the [New Jersey Institute of Technology \(NJIT\)](#) infographic.

Moreover, 60% of Millennials expect a consistent experience from **brands** whether they interact online, in store or via phone, states NJIT.

To find out more about branding across multiple touchpoints, click or tap on the infographic.



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