

Vennd | Customer Channels

What are customer channels?

When we say channels, we're really talking about "how do we communicate with our customer, where will we find out customer" so that we can deliver our value proposition to them.

Different channels can be used to:

- Raise awareness among customers about your products and services
- Help customers evaluate your Value Proposition
- Allow customers to purchase specific products and services
- Deliver a Value Proposition to customers
- Provide post-purchase customer support

Customer Channels

Think about your customer persona. Where do they find information, what media platforms do they use, how do they engage with businesses? Now list out relevant channels they would use to engage with you.

Channel	Goal (what do you want the channel to do)
Online store	Allow for purchase, view FAQs
Facebook and Instagram profile	Raise awareness and evaluate offer
Local advertising @ coffee shop	Raise awareness and evaluate offer
Letterbox drop	Raise awareness and evaluate offer
Community market stall	Raise awareness and evaluate offer
Email survey after purchase	Provide feedback
Email newsletter	Awareness for offers and new products

