

## 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)

