

Click & Mortar – Multi-Channel - Purchase Process – Possible Touch Points Integrated Marketing - Consumer Products

	Pre- Purchase		Purchase	Post-Purchase		
	Examples	Research Alternatives		Pick Up	Service and Return	Review Feedback
Web	manufacturer web site, retail web site, comparison sites, search, blogs, reviews, information aggregators, ratings ...	●	●		●	●
Catalog	general catalog, specialty catalog ...	●	●			
Call Center	rep voice, contact center ...	●	●		●	●
Live Online Help	rep text, contact center ...	●			●	●
In-Store	visit store, check shelves, digital and printed signage, information, sales rep ...	●	●	●	●	●
E-mail	promotions, information, sales, coupons, invitations, confirmations, cross-selling ...	●			●	●
Social Media	reviews, friends, clubs, opinion leaders, evangelists, groups, suggestions, videos, “articles”, twitter, facebook, youtube, myspace ...	●				●
Mobile Device	web access including social media sites ...	●	●		●	●
Word of Mouth	friends, groups, opinion leaders, evangelists ...	●				●
Print Media	articles, advertising, reviews, ratings ...	●				●
Delivery Service	post office, private ...	●		●	●	
Surveys	panel, questionnaire, focus group, observation, web site visit ...	●				●