THE TOUCHPOINT MAP

Marketing Strategy · Chapter 3 · The Brand of the Organization

Draw one supporter's journey around the moment of truth (the match or the event): before, during, after. At each touchpoint write what the person expects physically (sees, hears, touches) and as a relationship (how they want to be treated), and mark + where emotion is created, – where it is lost. Then find the weakest touchpoint.

TOUCHPOINTS

TOUCHPOINT (BEFORE · DURING · AFTER)	PHYSICAL EXPECTATION · RELATIONSHIP EXPECTATION	+ / – AND WHY

The weakest touchpoint, and one cheap fix

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Touchpoints

Before · online ticket — Works on derby days · treated as welcome — – the platform crashes

Before · walk from the depot bar — Flags, songs, together — + created by the supporters

During · gates — Open on time — – late, long queue

During · anthem — Scarves up — +

During · north stand toilets — Clean, safe for children — –

During · half-time — Something to see or do — – silent

After · players greet the stand — Recognition — +

After · the next days — A message, photos, an invitation — – nothing

The weakest touchpoint, and one cheap fix

After the match: nothing. Fix: a thank-you message with photos and the next match the same evening.