**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Communication+Strategy+Channels+word+11225&lpa=Brand+Communication+Strategy+Channels+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND COMMUNICATION**

**STRATEGY CHANNELS**

**TEMPLATE**

CUSTOMER JOURNEY STAGES

CONTENT STRATEGY

Brand Name

CORE BRAND MESSAGE

|  |
| --- |
|  |

Shape, background pattern

Description automatically generated

prepared by

first and last NAME

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CUSTOMER JOURNEY STAGES CONTENT STRATEGY

|  |  |  |  |
| --- | --- | --- | --- |
| JOURNEY STAGE | MESSAGING ANGLE | CHANNEL | WHY WILL CONSUMERS BUY? |
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