

Reforge Touchpoint Discussion Template

In the **Bringing Brand to an Audience** section, we discussed how to select the right touchpoints based on your business goals, audience, and narrative, and get buy-in for brand marketing initiatives after selecting touchpoints. Using this template, brand marketers can present a compelling case for how they will harness the power of these touchpoints to drive business impact.

An overview of how to use this template can be found in the [Getting Buy-In](#) lesson.

You can download the Touchpoint Discussion Template via Google Slides here (click “file” > “make a copy”).

Within the template, you’ll find a completed example template using Notion as a case study.

You are not required to complete this template. This is an artifact that will help you organize some of the key concepts for your product that you can share with others.