

BD Week 4 Channels

❖ **Awareness: how do we raise awareness about our company's products and services?**

- Sociale media-advertenties, reclameborden en tv-reclames.

❖ **Evaluation: how do we help customers evaluate our organization's Value Propositions?**

- Keurmerk, website en klantenservice.

❖ **Purchase: how do we allow customers to purchase specific products and services?**

- Een van de drie abonnementen aanschaffen. Betalen met iDeal, Paypal of Klarna.

❖ **Delivery: how do we deliver a Value Proposition to customers?**

- Via de post.

❖ **After sales: how do we provide post-purchase customer support?**

- Klantenservice.