**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.