

Touch Points

DISCOVERY

Name of Competition:

Website:

Social Media:

What do you think is their “Good Mattress”?

What do you think is their “Good Night’s Sleep”?

What do you think is their overarching purpose as a business?

What do you think is/are their core value/s?

Touch Points

DISCOVERY

What are people saying about this company?

EXAMINE THIRD PARTY REVIEW SITES LIKE GOOGLE BUSINESS PROFILE, YELP, SOCIAL MEDIA LIKE FACEBOOK REVIEW, ETC.

Positive

Negative

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