



**Geoff De Weaver**  
CEO & Founder • PHD Candidate

## Touchpoint Digital Group – What We Do

Touchpoint Digital Group is a strategically focused Social Business Design and Innovation Firm. Touchpoint Digital Group focuses on Digital and Social Media strategies, community management, Social Business Brand® Design and emerging technology. Our core strengths are consulting on social campaigns, building passionate communities, engaging with consumers in a digital environment, establishing a social voice, creating content, establishing key metrics, and highlighting first-mover opportunities. We also have years of global branding expertise and strong Academic connections too. Touchpoint Digital Group believes “customer-centricity” must be at the heart of all digital strategy.

### Our Industry Focus:

Touchpoint Digital Group have experience working with clients in a wide range of industries including: Automotive, Travel/Hospitality, Consumer Packaged Goods, Sports, Retail, Government, Pharmaceutical, Airline, Financial Services, Software, High Tech, Media and Publishing and entertainment.

### How We Like To Work:

Our typical working structure includes in-person strategy meetings, regularly scheduled phone calls, consulting hours, community management hours, and weekly/monthly reporting. That being said, Touchpoint Digital Group customizes each and every scope of work based on client marketing goals and objectives. Additionally, Touchpoint Digital Group is Technically & Technology Agnostic.

In addition to our team of community managers, Touchpoint Digital staffs a world-class design and development team that helps execute against basic branding and campaigns on social platforms.

### Client Experiences:

IBM • Microsoft • Unilever • P&G • Coca-Cola • OzEmail Internet • VISA • Nestle AT&T • Australia Post • British Airways • IMG • E\*Trade • American Express • Ferrari Air France • EA Sports • TiVo • Wells Fargo • Disney • McDonalds • BMW and more



Join us at the Social Business & Social Business Design Network on LinkedIn:  
<http://www.linkedin.com/groups?about=&gid=4144784>

### What Touchpoint Excels at:

#### Building Digital & Social Brands

Unlike most Digital & Social Agencies, we believe the most valuable asset any business owns, is its own brand.

#### Deep Customer Engagement

We strategically reduce customer acquisition costs, increase retention cycles, match content and inventory, and drive advocacy and preference.

#### Social Business Design

We design business strategies that create competitive advantage, build industry leadership, and evolve organizations and ‘future-proof’ your business.

#### Social Business Engagement

We strategically plan, build, design and activate social programs and solutions for customer, workforce and enterprise engagement.

