The Periodic Table of B2B2C Communications.

Brand Strategy	Comms Strategy	Owned Media	Content Relevancy	Data and Analytics
Experience Design	Channels	Paid Media	Content Format	Martech
Brand Design	Comms Planning	Earned Media		KPIs

																81 Tx Text	88 Dc Data Collection	95 Cms Content Management	
1 Cns Consumer Need States	6 Cp Consumer Persona															71 Inv Informative Value	76 Ret Real-time Timeliness	82 Im Images	89 Da Data Modelling	96 Dam Digital Asset Management	
2 Ms Market Sizing	7 Cpr Consumer Perception	10 Cba Consumer Brand Affiliation													66 Ko Key Opinion Leaders	72 Utv Utility Value	77 Lot Location Timeliness	83 Vi Videos	90 Ai Analysis and Insights	97 An Analytics	
3 Mar Market Segmentation	8 Cjm Consumer Journey Mapping	11 Ca Competitor Analysis	16 Na Naming											62 Rt Re-targeting	67 Dk Digital KOLs	73 Mov Monetary Value	78 Jot Journey Stage Timeliness	84 Ani Animation	91 St Segmentation and Targeting	98 Cd Customer Data	
4 Com Competitor Market Share	9 Cx Design Consumer Experience	12 Ba Brand Architecture	17 Lo Logotype	21 Tsg Trade Segmentation	25 Tx Design Trade Experience	29 Ps Personal	33 In Internet	37 Cao Campaign Objective	43 Sa Sales Aids	47 Pc Print Collateral	51 Dm Direct Mail	55 Lp Landing Pages	59 Eb Exhibitions	63 Ev Events	68 Mr Media Relations	74 Env Entertainment Value	79 Cut Cultural Timeliness	85 Au Audio	92 Ta Tracking and Attribution	99 Dmp Data Management Platform	
5 Opp Opportunity Scoping		13 Bpr Brand Proposition	18 Tov Tone of Voice	22 Tp Trade Persona	26 Pvp Pull vs Push Mix	30 Te Telephone	34 Ev Events	38 Cop Communication Problem	44 Ws Websites	48 Bl Blogs	52 En Email Newsletters	56 Cb Chatbots	60 Di Digital Display	64 Ad Advertising	69 Oso Organic Social	75 Sov Social Value	80 Per Personalisation	86 Vr Virtual Reality	93 Rd Reporting and Dashboards	100 Cm Campaign Management	
		14 Bpo Brand Positioning	19 Fcp Font and Colour Palette	23 Tpr Trade Perception	27 Chx Channel MIx	31 Po Post	35 Ou Outdoor	39 Coo Communication Objective	45 Ap Apps	49 Tm Text Messages	53 Wb Webinars	57 Iot Internet of Things	61 Pse Paid Search	65 Pso Paid Social	70 Ose Organic Search			87 Ar Augmented Reality	94 Op Optimisation	101 Ma Marketing Automation	
		15 Bi Brand Idea	20 Pa Packaging	24 Tjm Trade Journey Mapping	28 Mix Paid, Owned and Earned Media	32 Re Retail	36 Bc Broadcast	40 Tai Truths and Insights	46 Pd Podcasts	50 Sm Social Media	54 Cf Conferences	58 Ssp Smart Speakers									
								41 Cop Communication Proposition					102 Rc Reach	103 Eng Engagement	104 Br Branding	105 Rs Response	106 Uv Unique Visitors	107 Aq Acquisition	108 Roi Return on Investment		
								42 Coi Communication Idea													

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