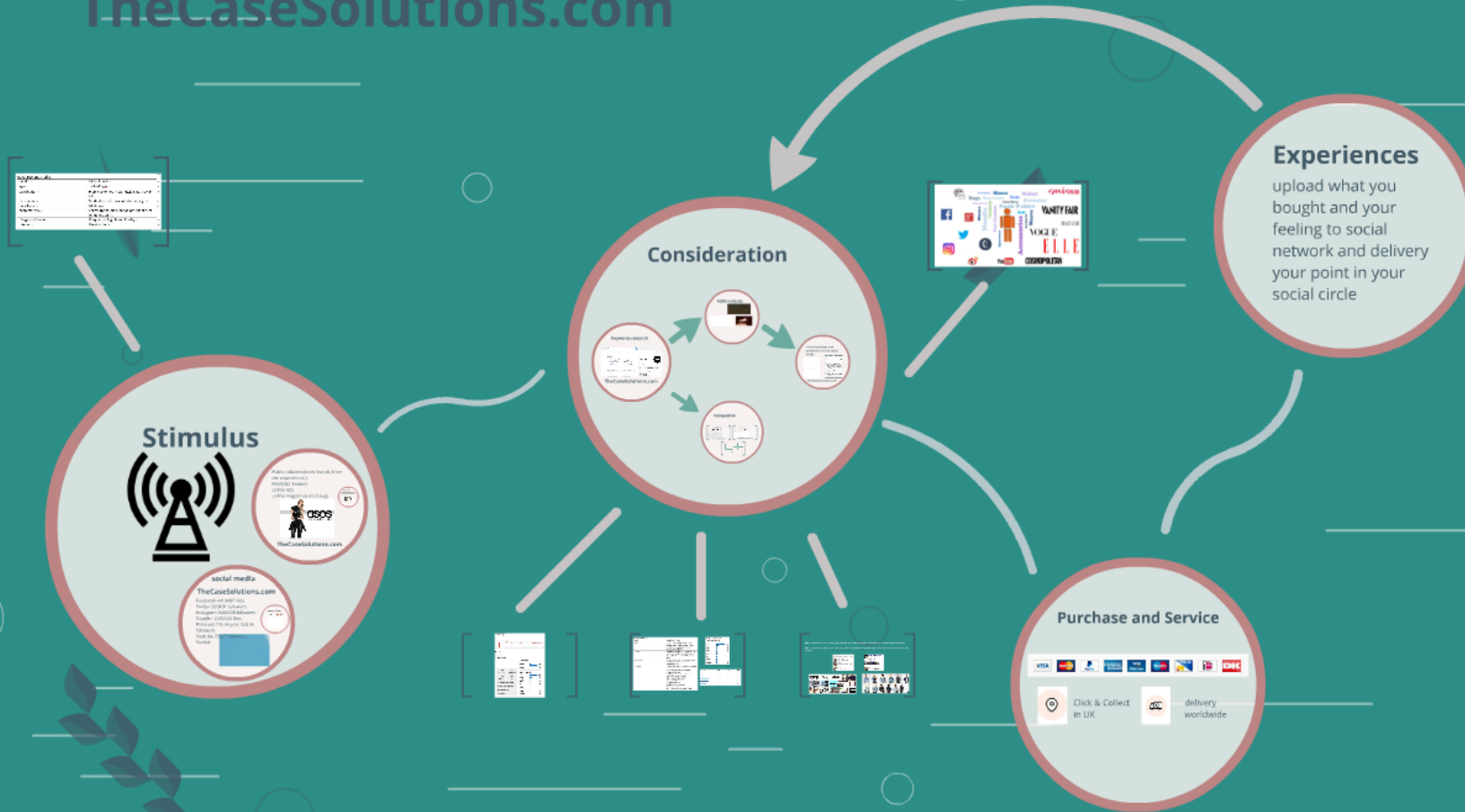


# Toward a Compelling Customer Touchpoint Architecture

## TheCaseSolutions.com

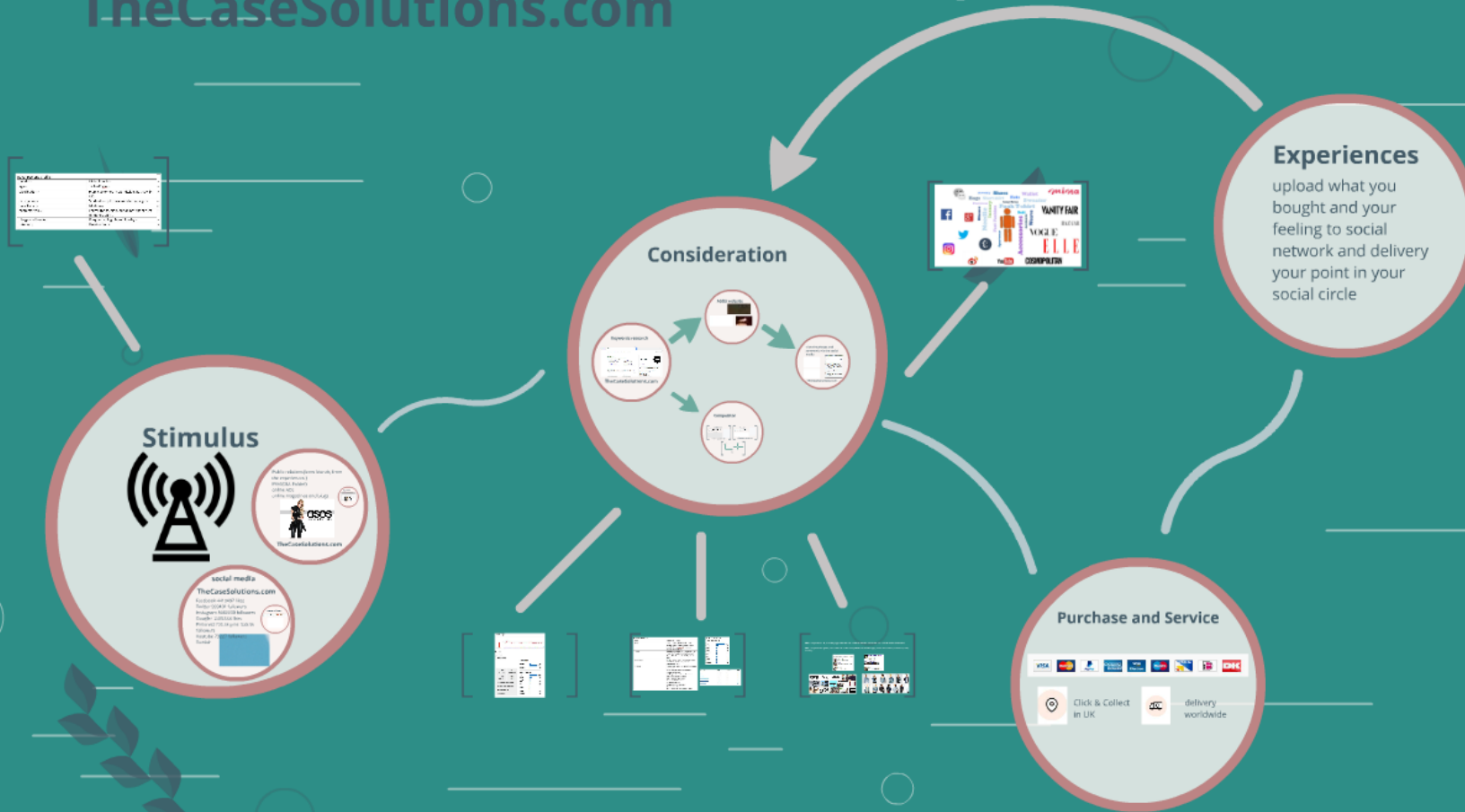
Becomes  
next person's  
ZMOT



# Toward a Compelling Customer Touchpoint Architecture

## TheCaseSolutions.com

Becomes  
next person's  
ZMOT



Public relations(from friends, from the experiences )

Print(DM, Folder)

online ADs

online magazines and blogs



**TheCaseSolutions.com**



# Keywords research

The screenshot shows a Google search for 'ASOS'. The search bar contains 'ASOS' and the search button is highlighted. Below the search bar, there are tabs for 'All', 'Images', 'Shopping', 'News', 'Videos', 'More', and 'Search tools'. The search results show 'About 147,000,000 results (0.50 seconds)'. The first result is 'ASOS.com' with a description: 'Shop Women's and Men's Fashion at ASOS. Plus Free Delivery! Free Returns - Discover ASOS Own Label - New Styles Added Daily You've visited asos.com 5 times. Last visit: today'. There are several promotional snippets: 'Halloween at ASOS', 'Gorgeous Dresses', '10% Student Discount', and '25% Off Womenswear'. A knowledge panel on the right provides information about ASOS.com, including its stock price, headquarters, CEO, and founders.

Google ASOS

All Images Shopping News Videos More Search tools

About 147,000,000 results (0.50 seconds)

**ASOS.com**  
www.asos.com/  
Shop Women's and Men's Fashion at ASOS. Plus Free Delivery!  
Free Returns - Discover ASOS Own Label - New Styles Added Daily  
You've visited asos.com 5 times. Last visit: today

**Halloween at ASOS**  
Discover Now Our Huge Range of Halloween Styles at ASOS!

**Gorgeous Dresses**  
Shop the Huge Range of Skater, Bodycon and Maxi Dresses Now!

**10% Student Discount**  
Calling All Students! Get 10% off At ASOS All Year Round. Sign Up Now

**25% Off Womenswear**  
Reboot Your Autumn Style with 25% Off Your Favorite Brands. Shop Now!

**ASOS | Shop the Latest Clothes and Fashion Online**  
www.asos.com/  
Free Delivery and Returns including Next Day - Discover the latest in women's fashion and men's clothing online. Shop from over 40000 styles with ASOS.

Search asos.com

**ASOS Sites**  
Dresses - Sale - New clothing - Shoes - Swimwear & Beachwear

**Dresses**  
Discover the latest dresses with ASOS. From party, midi and

**ASOS.com**  
Fashion company

asos.com

Asos.com is a British online fashion and beauty store. Primarily aimed at young adults, Asos sells over 850 brands as well as its own range of clothing and accessories. Revenue for the financial year ending 31 August 2015 was £1,119.9 million. Wikipedia

**Stock price:** ASC (LON) 5,276.76 GBX -66.24 (-1.24%)  
Oct 25, 5:13 PM GMT+1 - Disclaimer

**Headquarters:** London, United Kingdom

**CEO:** Nick Beighton (Sep 2, 2015-)

**Founded:** June 3, 2000

**Revenue:** 1.158 billion GBP (2015)

**Founders:** Quentin Griffiths, Nick Robertson

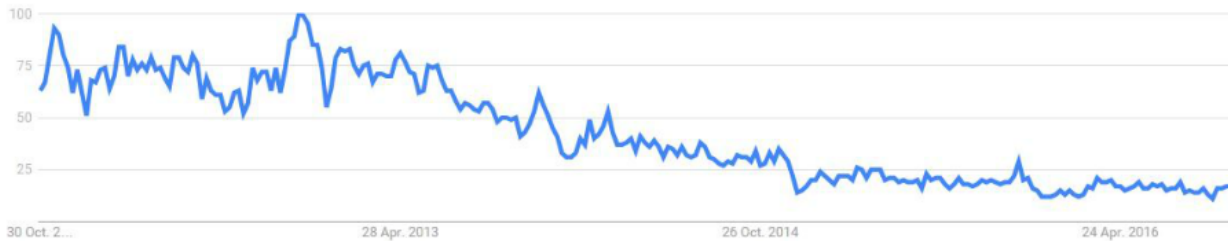
## TheCaseSolutions.com

# boohoo.com



2321833 likes 456000 followers 7930 followers 2.1mil follower 30.4k followers

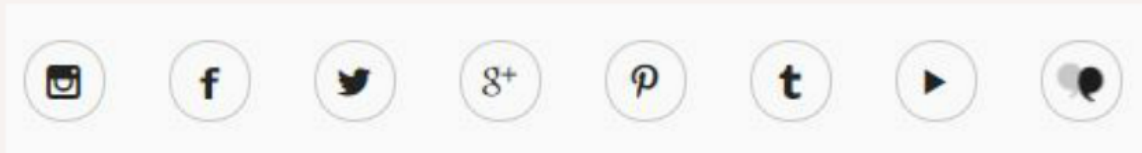
Interest over time ?



A screenshot of a Facebook post from boohoo.com. The post text says "And on Wednesdays, we wear pink! 🎀👗👠👛". It features a tweet from Cute Emergency (@CuteEmergency) with the text "get in loser, we're going shopping" and a photo of three pugs sitting in the front seats of a red and black car. The Facebook post has 804 reactions and a "Top Comments" link.

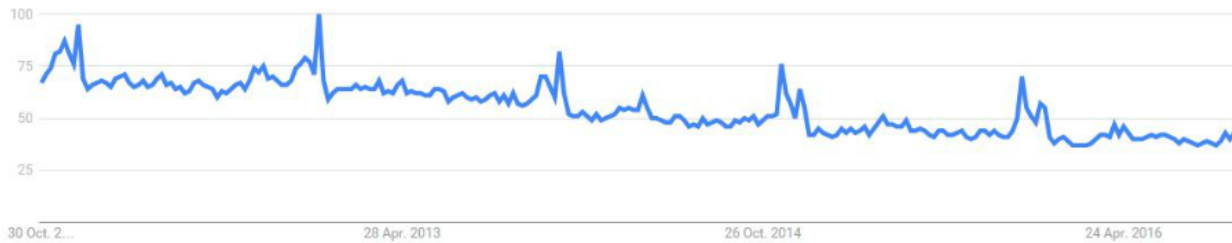
# TheCaseSolutions.com

# Top shop



7.7mil follower 4,203,865 likes 1.31mil follower 2,662,176 followers 165.3k followers

Interest over time



A screenshot of a Facebook post from Topshop. The post text reads: "Because if you can't get spiritual at Halloween, when can you?" Below the text is a grid of various colorful crystals. The post title is "The Beginner's Guide To Healing Crystals" and the text continues: "Rose quartz for love, Citrine for success, and Pyrite for luck – this weekend we're getting into the crystal craze and finding out how to harness their mystical powers... because if you can't do that at Halloween, when can you?" The post includes interaction options (Like, Comment, Share) and a list of top comments from users like Lucy Bunt and Monica Woo.

# TheCaseSolutions.com

# GAP

Topshop&boohoo.com

Best practices & strategy

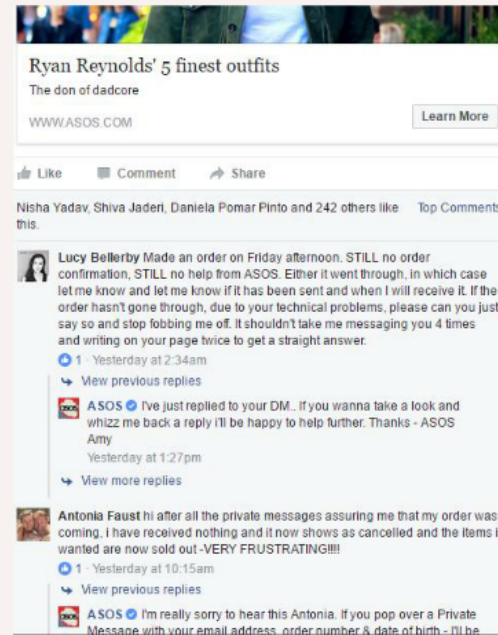
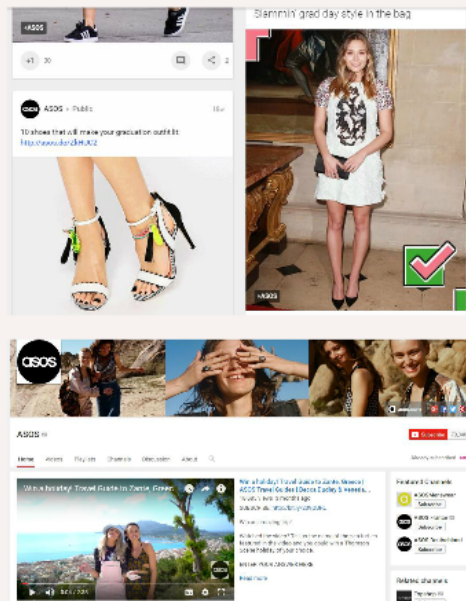
- Topshop leads the style conversation through its social media channels, encouraging consumer engagement and interaction through an authoritative viewpoint on trends and links to product pages.

-boohoo.com, it continues to grow its avid customer base is by harnessing social media. Not all retailers bother to include this level of detail in their City updates. The fact Boohoo does shows it knows the significance of a powerful social media strategy as it aims to entice more and more smartphone-obsessed young shoppers to its site.

## TheCaseSolutions.com



# view the photos and comments via the social media



TheCaseSolutions.com