

# 5Cs Marketing Review

An interactive checklist to keep your marketing strategy relevant and competitive

## Notes on completing this checklist

Try and answer each question as honestly as possible - Yes, if you have addressed it; Partly, if you have only partially addressed it; or No, if you have not addressed it over the past three months or during your preferred timeframe. Once complete, you'll be able to create a list of areas where you might like to focus on strengthening the foundation of your marketing strategy. Please adapt your interpretation of terminology such as customers/ business/ products to suit your organisation. If you have any queries, please contact Glew Marketing using the contact details below.



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marketing that connects

# 5Cs marketing review

Date:

## Customers

In the past 3 months, have you...

Yes/ Partly/ No

1

Asked customers for direct feedback, such as why they chose your product/ service over that of your competitors?

2

Revisited or built new definitions or personas of your ideal customers?

3

Developed or sought fresh insights into your untapped target market?

4

Considered or investigated the drivers or specific features that have encouraged conversion? And the barriers to it?

5

Looked at which webpages and email links your audience are most interested in?

6

Compared any customer reviews / feedback to previous quarters?

7

Checked your repeat business and churn rates in relation to previous quarters?

8

Analysed your marketing campaigns to see if there are any trends in how people are responding?

9

Checked how any forms are performing on the website to see if they can be optimised?

10

Updated or established key metrics such as cost per acquisition/ customer life time value?

11

Identified areas for improvement, for example, in relation to communication and customer service?

## Competitors

In the past 3 months, have you...

Yes/ Partly/ No

1

Checked out your competitors' latest developments and innovations?

2

Looked at what your competitors are doing that is going down well with your target market?

3

Read your competitors' reviews to identify your target market's pain points and how your strengths can help solve them?

4

Checked for any new competitors or providers of potential substitute services/ products?

5

Considered whether any competitors could become collaborators e.g. where the offer is distinct enough?

6

Looked at the messaging your competitors are using and how they are positioning themselves in relation to your business?

## Collaborators

1

Engaged with every stakeholder in some way, shape or form?

2

Updated your contact list and identified where you need to build new links or fill gaps?

3

Liaised directly with each of your key suppliers, contractors and influencers?

4

Reviewed your marketing plan with finance and sales staff?

5

Reviewed your marketing strategy with internal teams to make sure it's feasible and that they are on board with any plans?

6

Checked in with any partners or distributors to identify mutually beneficial opportunities to promote?

7

Considered whether the software you're using, for example, your email and website platforms, are working for you?

## Context

In the past 3 months, have you...

Yes/ Partly/ No

1

Explored technology innovations that could help or hinder your position?

2

Considered changes in the economy that might impact customer buying behaviour?

3

Checked changes to legislation that might impact your marketing either positively or negatively?

4

Reviewed the current marketing environment and checked that nothing you're doing could be perceived negatively?

## Company

1

Compared your products/services to see which are doing well, and considered your investment in each?

2

Looked at what has changed in your business, such as team restructures, and the implications of those changes?

3

Analysed your marketing performance at different stages of the marketing funnel?

4

Quantified your goals for the next quarter in relation to prospects, leads, conversions and retention?

5

Made efforts to seek insights into the perceptions and reputation of your business?

6

Checked that your marketing budget is fit for purpose?

7

Revisited your brand messaging to check that it's still relevant, unique and credible?

8

Reviewed your strategy and action plan in relation to resource changes?