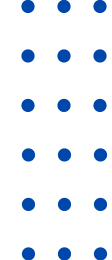




Customer-Centric Marketing Checklist



12-point test to assess if your marketing strategy truly puts your customer at the centre. You can pick the boxes that apply to your current marketing efforts. The more boxes you tick, the more customer-focused your strategy is.

Audience Understanding

- | | |
|--|----------|
| We have rich, data-backed customer personas that include motivations, pain points, and decision triggers, not just job titles or demographics. | Yes / No |
| We gather real-time customer feedback through surveys, social listening, or support interactions, and act on it regularly. | Yes / No |
| We use CRM or analytics tools to track behavioral trends and customer journeys across channels. | Yes / No |

Content and Personalization

- | | |
|--|----------|
| Our content is tailored to different customer segments, industries, or buyer stages—never one-size-fits-all. | Yes / No |
| We personalise email campaigns and offers based on past interactions or expressed preferences. | Yes / No |
| Our website dynamically adapts (or is designed to adapt) to user behaviour or profile data. | Yes / No |

Engagement and Dialogue

- | | |
|--|----------|
| We have active channels (social, email, communities) where customers can engage with us directly, and we respond meaningfully. | Yes / No |
| We use feedback mechanisms (like polls or open-ended forms) to invite customer participation in shaping products or campaigns. | Yes / No |
| We showcase customer stories, testimonials, or use cases regularly to highlight real outcomes. | Yes / No |

Measurement and Optimisation

- | | |
|--|----------|
| We track customer-centric metrics such as Net Promoter Score (NPS), churn, repeat engagement, not just clicks and leads. | Yes / No |
| Our marketing dashboards include insights into customer satisfaction and lifetime value, not just top-funnel data. | Yes / No |
| We have a regular process to review, test, and optimise messaging and touchpoints based on what customers actually respond to. | Yes / No |



Customer-Centric Marketing Checklist

Your Scorecard

Count your total “Yes” answers:

10-12 checked boxes -> You're customer-obsessed.

Your strategy is not just tuned into the customer, it's built around them. Keep nurturing that edge with proactive listening and strategic personalisation.

6-9 checked boxes -> You're customer-aware, not fully customer-led.

You've laid the groundwork, but there are blind spots. Focus on deeper personalisation, feedback loops, and expanding voice-of-customer metrics.

0-5 checked boxes -> You're at risk of being product-first, not customer-first.

It's time for a reset. Start by investing in customer research and aligning internal teams around real audience needs.