

Content Audit

Ok, this isn't that scientific but it will hopefully prompt some thoughts on how your organisation manages its contacts.

1 2 3 4 5
Strongly Disagree Strongly Agree

HOW ARE YOU DOING AT UNDERSTANDING, SEGMENTING, & ORGANISING YOUR CONTACTS

- Our contact list includes all groups the business engages with 1 2 3 4 5
- We use our contact list to build relationships 1 2 3 4 5
- We know what contact segments we need 1 2 3 4 5
- We ask the right questions to segment our contacts 1 2 3 4 5
- Our marketing uses segmentation effectively 1 2 3 4 5
- We are using the right CRM for our business needs 1 2 3 4 5
- Our CRM will still be the right option in five years 1 2 3 4 5
- All our business functions input data into the CRM 1 2 3 4 5
- All our business functions use the CRM to drive growth 1 2 3 4 5

KEY ACTIONS TO TAKE AWAY

1.
2.
3.