



ARE YOU 2023 MARKETING READY?

RETAIL MARKETING - MINI HEALTH CHECK

Ensure your retail marketing is as effective as it can be to drive volunteer recruitment, quality stock and sales. **Take 5 minutes to complete the 6-point mini-health check!**

| ACTIVITY | DESCRIPTION | SCORING |
|------------------------------|---|---|
| MARKETING PLANNING | <ul style="list-style-type: none"> Are you clear on your customers' needs, trends and marketing priorities? Do you have a retail marketing plan for volunteers, stock generation, sales and charity engagement? Do plans align with retail and charity priorities? | <input type="checkbox"/> Green: Customer insight, objectives and plans up-to-date for the year ahead <input type="checkbox"/> Amber: Some insight, priorities and planning in place <input type="checkbox"/> Red: Lacking insight, priorities and a plan |
| MARKETING OPERATIONS | <ul style="list-style-type: none"> Do you have the team, resources and suppliers to deliver effective marketing? Do you regularly review marketing, volunteer recruitment and stock generation activity? Are field teams given marketing guidance? | <input type="checkbox"/> Green: Team and resources in place with regular meetings, reviews and guidance for field teams <input type="checkbox"/> Amber: Some support, reviews and guidance in place <input type="checkbox"/> Red: Lacking marketing resource, reviews and guidance |
| VOLUNTEER RECRUITMENT | <ul style="list-style-type: none"> Are needs understood, roles defined and journeys mapped from enquiry to volunteering? Are charity wide communication channels used effectively with up-to-date publicity? Are corporates, staff and charity teams engaged? | <input type="checkbox"/> Green: Roles, publicity, communication support and engaged channels all in place <input type="checkbox"/> Amber: Some resources and support in place, but lacking in a number of areas <input type="checkbox"/> Red: Lacking up-to-date resources, charity communications and team engagement |
| STOCK GENERATION | <ul style="list-style-type: none"> Does your proposition make it easy for people to donate to you? Is publicity up-to-date with seasonal campaigns and charity support? Are corporate and front-line teams set-up to engage customers and communities for stock? | <input type="checkbox"/> Green: Up-to-date publicity, communication support, front-line and corporate engagement <input type="checkbox"/> Amber: Some resources and support in place, but lacking in areas <input type="checkbox"/> Red: Lacking resources, support and engagement to grow stock |
| SALES | <ul style="list-style-type: none"> Do you have sales promotions planned for the year ahead? Are shops on-brand, with VM guidance, publicity and social media to drive sales? Do you have a marketing plan to help grow any e-commerce activity? | <input type="checkbox"/> Green: Up-to-date resources, branding and support in place for shop and online growth <input type="checkbox"/> Amber: Some elements in place, but lacking in a number of areas <input type="checkbox"/> Red: Lacking resources, branding and marketing support for sales |
| CHARITY SUPPORT | <ul style="list-style-type: none"> Are you effectively promoting charity services, fundraising and brand activities? Is your communications calendar aligned to support key charity moments? Are retail marketing plans supported by central communications teams? | <input type="checkbox"/> Green: Fully aligned communications plan and support in place for charity, brand and fundraising activity <input type="checkbox"/> Amber: Some charity promotion but lacking in a number of areas <input type="checkbox"/> Red: Lacking a clear plan and retail support for charity wide activity |

HOW DID YOU SCORE?

If you mostly ticked the green boxes then you are well prepared for 2023. If not, then there are opportunities to improve your marketing and drive further growth. If you would like to score higher, but just don't have the time, resources or expertise - then we can help. Our [COMPLETE RETAIL MARKETING HEALTH-CHECK](#) provides a comprehensive review of all your marketing activity, with recommendations and guidance for teams.

For details on all of our marketing services click [here](#), email hello@thecharityretailconsultancy.co.uk or contact Jayne on 07598 243210 Vicki on 07985 574904

