RECESSION MARKETING CHECKLIST
This checklist is an actionable framework inspired by all of our recession marketing content to help futureproof your marketing efforts in 2023 for growth, no matter the economic challenges ahead.

1. **Leverage human-to-human (H2H) marketing:** Create personalized content, C-suite thought leadership, and foster relationships between clients and brand decision makers to establish trust.
   - Schedule and automate C-suite thought leadership on priority social channels
   - Align client-facing teams on H2H best practices and brand messaging
   - Identify opportunities for building relationships, such as in-person events

2. **Align sales and marketing:** Combine and focus your processes and data, so teams can collaborate efficiently.
   - Hold a preliminary meeting to identify gaps in communication and brainstorm processes
   - Optimize your tech stack to break down data siloes and empower all teams with insights
   - Meet to align frequently on ongoing priorities; listen to each other’s ideas and concerns and be open to frequent reprioritization as needed

3. **Re-evaluate legacy content and campaigns:** Redirect spending to new, relevant messaging to ensure quality in your outreach.
   - Hold meetings with strategic directors to identify key trends and potential influences on current messaging and content
   - Leverage findings to fuel content creation and campaign targeting
   - As a best practice, take stock of all campaigns at least quarterly and reprioritize as needed

4. **Nurture and support clients:** Curb churn rates, foster loyalty, and lay the groundwork for brand evangelists.
   - Request feedback from clients through surveys and interviews; gather testimonials and incentivize brand ambassadorship
   - Analyze the feedback to identify key areas that require improvement and activities that are enhancing brand loyalty
   - Create an action play to correct pain points and reduce friction

5. **Leverage and reward client feedback:** Acquire essential insights on how to improve the overall brand user experience (UX), while also building social proof.
   - Strategize incentives and formal processes for meetings and actioning feedback
   - Run personalized campaigns to build up a pool of clients for your client council
   - Collect feedback and reward engagement with regular communication on updates
Implement data management best practices: Clean your database to remove duplicates and incomplete information, as well as attend to the latest privacy compliance legislation.

- Audit your Client Relationship Management systems (CRMs), analytics, and other data-gathering software and activities to determine which may be sources of inaccurate, duplicate, or irrelevant data
- Investigate privacy compliance legislation globally and locally to ensure all data-gathering activities comply
- Clean and organize databases often to remove duplicates, incomplete information, and irrelevant leads

Work on unique value propositions: Make your brand stand out from the competition, updating messaging to feature your unique value in face of new economic challenges.

- Gather feedback from multiple departments on what features of the brand offering are unique and helpful to clients
- Research what features of similar offerings in the market are providing value in the current economic landscape
- Assess where your product features mesh with the most in-demand features of the market and use them to inform your messaging

Forge partnerships and co-marketing campaigns: Split spend and maximize ROI with an ally, expanding your audiences to seize sales opportunities as they emerge.

- Create a list of areas within the business that could benefit from a partner’s support and decide which one would deliver the most value
- Research potential partners and create a list of allies with the same values and target market
- Once a partner is chosen, craft an agreement that includes KPIs, processes, and regular checkpoints to reassess the partnership’s effectiveness

Follow Corporate Social Responsibility (CSR) guidelines: Cement your brand values and mission, promoting a positive organizational culture and reputation during challenging times.

- Reassess your brand values and mission to determine if they are still true and relevant to the current environment
- Identify skills within the organization that could prove impactful to the community and use them to inform CSR campaigns, as well as be a public face of your brand
- Be vocal and visible in the public domain so that your brand continues to reap benefits from your efforts

Develop and retain talent: Keep valuable team members—who will be essential for your business growth and longevity.

- Gain feedback from staff in all departments to identify areas within the business that promote a positive culture and those that detract from it
- Ensure all staff receive regular training and cross-train your team members within their departments to promote inter-team support
- Ensure that your tech stack assists team productivity

PLAN YOUR RECESSION MARKETING WITH THE HELP OF OUR DEMAND EXPERTS →