



Consider the following questions as you begin to practice closed-loop multichannel marketing:

### Know your customer

- + To what point do we 'really' know our customers?
- + What can you do to learn more about how customers are responding to certain channels that uncover deeper motivational insights?

### Create relevant content

- + Do you have the right content in your program(s)?
- + Do you have enough content, or plans for enough content, to sustain the conversation with your customers?
- + Are your services driving the right calls to action and behaviors?

### Create channel connections

- + Are your channels (in your current digital programs) connected and adding value?
- + What can you do to improve the mix of channels you have before adding more complexity?

### Closing the loop

- + Do you have a process of continuous evaluation and improvement?
- + How do you get your program to the point of continued learning?