Stakeholder feedback and improvement log



This template is designed to meticulously track and manage the feedback received from stakeholders regarding revenue marketing initiatives. It's designed capture insights, concerns, and suggestions aimed at enhancing marketing strategies and outcomes.

By systematically documenting stakeholder feedback, this template allows your team to identify improvement opportunities, prioritize actions, and address any issues with precision and accountability.

Begin by recording each piece of feedback in the designated sections so you can better understand not just the feedback itself, but the context and the stakeholder's perspective behind it. Use the "Suggested improvements" column to brainstorm and propose actionable solutions, and assign clear ownership through the "Assigned to" field to ensure accountability.

Customize and adapt each section to suit the unique needs and challenges of your initiatives, keeping the template dynamic and responsive to the evolving landscape of stakeholder relationships and market demands.

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Entry no.	Date of feedback	Stakeholder name	Role	Initiative	Feedback category	Description of feedback	Suggested improvements	Assigned to	Action plan	Status	Follow-up date	Additional notes
#1	[Date]	[Name]		[Specific marketing initiative or campaign]	[E.g., strategy, execution, results, communication]	Summarize the key points of feedback received from the stakeholder.	Detail any improvements suggested by the stakeholder or identified through discussion.	[Name/Department responsible for addressing the feedback]	Outline the steps to be taken to address the feedback and implement improvements. Include any relevant deadlines or milestones.		[Scheduled date for follow-up with the stakeholder]	Include any other relevant information or context regarding the feedback or planned improvements.
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