

## shop4support Checklist for Engagement

It is the role of operational staff to ensure that they engage members of staff, service users and their carers, other key stakeholders and members of the public about shop4support.

The success of engagement is dependent on the customer journey, experience and effectiveness of communications.

It is therefore the role of marketing and communications staff to support the engagement process by ensuring that they provide operational staff with the information needed to communicate the e-Marketplace and its benefits accurately.

The checklist below will enable marketing and communications staff to ensure that they carry this out effectively.

Item	Yes	No
Have key target audiences been agreed with all parties?		
Have key messages been agreed with all parties?		
Have marketing and communications been briefed on engagement timelines, targets and activities?		
Have marketing and communications briefed operational staff on the correlating marketing plan, to support engagement timelines?		
Have operational staff been briefed on key messages to give to different target audiences?		
Has marketing literature and merchandise been created by marketing and communications?		
Do operational staff have access to marketing literature and understand which key groups to give it to?		
Does a mechanism exist through which operational staff and target audiences can give feedback on the e-Marketplace to marketing and communications?		
Are operational staff able to identify key stakeholders who may provide positive testimonials for marketing purposes, or act as ambassadors for the e-Marketplace?		
Is there a mechanism in place whereby marketing and communications meet up on a regular basis with key operational staff to ensure that progress is monitored and adaptations are made?		