

Stakeholder feedback and improvement log



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]	[Position/org]	[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.	Pending	[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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