// Build Your Marketing Review Process

With the advent of AI, polish is becoming easier than ever. But without thoughtful review, that polished piece can feel cheap and fake—like a plastic plant. A review process for your business's marketing materials can help your brand stand out.

As you build your review process, use these reminders to help you establish specific success criteria for each marketing focus area.

WHAT CARE LOOKS LIKE (THINGS POLISH CAN'T FAKE)

Noticing what's missing

What question wasn't asked? What context was missed? What's off about the numbers?

Specificity from knowing the business intimately

Knowing when to replace an image, word choice, pain point, position, etc.

Designated follow-through plan

Do we have an email follow-up in place? Who is double-checking account info in the CRM?

Restraint and integrity in outreach/message

Knowing when to send that cross-sell promo email and when to hold off

Accuracy

Is this claim true of our product/service? Does this image make sense for our business/industry?

WHAT IT LOOKS LIKE WHEN CARE IS MISSING

The collateral is technically correct but generic.

It could be used virtually as-is for any brand, including competitors.

Details are slightly off.

For industry, region, messaging timing, specific customer/contact info, etc.

Posting is automated through an AI workflow, but no human is in the review loop.

Content is missing a critical, expert eye before it goes live with errors.

The collateral includes incorrect claims no one fact-checked.

AI can be both confident and wrong.

Where Care Matters Most

To maximize your effort, focus the bulk of your attention on highest-stakes touchpoints, like:

- All aspects of customer-facing, trust-critical areas
- Messaging timing and accuracy
- Operations (follow-ups, hand-offs, onboarding)
- Branding
- Positioning
- Customer service/sales (anything relational)

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Use this worksheet to start building your review process for marketing materials. For each high-priority marketing area, establish the criteria for success, and then assign an owner to review and approve all of that area's collateral.

See the reverse page for some reminders of what it looks like when care is present vs. missing and for some recommendations on the highest-impact areas to focus on first.

FOCUS AREA	OWNER/APPROVER	WHAT SUCCESS LOOKS LIKE

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