



FORGOOD for Marketing Teams

How to use FORGOOD

FORGOOD should be used as a workflow tool, not as a checklist

- Build trust through messaging and targeting that's authentic to your brand values and respectful to customers
- Create engaging campaigns that strengthen long-term customer relationships and protect your reputation
- Balance business outcomes with customer benefits while maintaining responsible oversight

Applying FORGOOD to the Marketing Team responsibilities

Position & Strategise (brand positioning, value proposition, market insights)

Your positioning and value proposition determine which customers you attract and whether your brand promises are credible. Authenticity builds customer loyalty and enables sustainable growth.

Create & Target (campaign development, messaging, creative, targeting)

Campaign design choices (e.g. urgency or scarcity framing) shape brand perception and how much customers trust you. Respectful engagement drives conversion and retention.

Activate & Engage (CRM, personalisation, lifecycle, retention)

CRM and lifecycle execution determine how your customer relationships develop over time. Respectful communication and personalization are essential, while over-engagement must be avoided.

Measure & Optimise (KPIs, attribution, testing, analytics)

Tracking customer benefits alongside business outcomes (and being honest when they diverge) ensures you're scaling responsible campaigns that deliver genuine, holistic customer value.

In practice this could be...

- Including diverse customer segments in your research to understand how positioning affects them and aligns with brand purpose and reputation.
- Asking "who might this disadvantage?" alongside "how does this build long-term customer value?"
- Setting clear principles that treat customers respectfully and balance business goals with their benefits.
- Reviewing campaigns to ensure they're authentic and responsibly designed.
- Testing whether customers would view design choices as trustworthy and reasonable if they were transparent.
- Ensuring targeting criteria treat all customer segments fairly and respectfully.
- Testing whether re-engagement respects customer preferences, reflects brand values and rebuilds trust.
- Reviewing personalisation to make sure it doesn't exploit vulnerable moments (e.g., financial stress, impulsivity).
- Limiting communication frequency to respect customer needs and maintain trust.
- Monitoring customer complaints and sentiment alongside conversion rates to protect brand reputation and customer loyalty.
- Testing campaign variations for impact on vulnerable segments and flagging when "winners" disadvantage specific groups.
- Ensuring performance improvements benefit customers alongside business efficiency.



FORGOOD Framework for Marketing

Guiding Questions		Reflections, concerns, possible improvements	Pass / Fail / Mitigation / Improvement
FAIRNESS <i>Customer Equity</i>	Are all customer segments treated fairly and benefit equally from us? Could our personalisation unintentionally discriminate vulnerable groups? Can we identify and address bias or unintended consequences that could damage customer relationships?		
OPENNESS <i>Transparency</i>	Can customers easily understand how we're using their data? Are opt-outs and preferences accessible and respectful of customer choices? Are we avoiding transparency because it would hurt performance?		
RESPECT <i>Customer Experience</i>	Do campaigns support autonomous, informed choices that build and maintain trust? Are psychological triggers used responsibly? Would customers view our approach as trustworthy and authentic if they understood it?		
GOALS <i>Value Alignment</i>	Do campaigns build loyalty? Are they aligned with our value proposition and brand purpose? Are we balancing customer benefit with campaign KPIs in ways that protect brand reputation?		
OPINIONS <i>Brand Reputation</i>	Would our approach protect or damage our reputation, if it became public? Would customers, regulators and the public approve? Have we tested messaging with people outside marketing who might challenge us?		
OPTIONS <i>Trade-offs</i>	Have we considered alternatives that better balance customer benefit with business goals? When customer and business interests' conflict, how do we resolve it?		
DELEGATION <i>Governance</i>	Do we have the expertise and diversity to design campaigns that treat all customers respectfully? Are we acting within the boundaries of influence our customer relationships authorise?		