

Good Feedback, Great Results

Importance of Proper Feedback

Building Collaboration

Good feedback fosters a collaborative environment where the creative team feels supported and projects evolve effectively.

Improving Outcomes

Specific, well-considered feedback saves time and ensures the end product aligns closely with marketing goals.

Characteristics of Good Feedback

Be Specific, Objective, and Ready to Explain Why

Instead of vague comments like “I don’t like this color,” provide a clear reason:

Specific: “Could we explore colors that feel more energetic, maybe something warmer?”

The Why: “This would align with the messaging, which has a welcoming and inviting tone. Using warmer shades from our brand palette could help create a more cohesive feel.”

Frame Around Goals

Connect feedback to the overall goal or target audience.

Provide Context, Not Just Opinion

Share any insights or context that might inform creative choices, such as brand guidelines, research, or campaign objectives.

Balance Feedback with Positives

Acknowledge elements that work well to help keep the team motivated and focused on enhancing areas that need refinement.

What to Avoid in Feedback

Avoid Personal Preferences

Feedback should reflect what will work best for the audience and brand rather than personal likes or dislikes.

Don’t Micromanage Design Choices

Trust the expertise of the creative team. Instead of suggesting specific design changes, focus on what you want to achieve, e.g., “The message should feel more approachable.”

Steer Clear of Vague Language

Comments like “Make it pop” or “It doesn’t feel right” are unclear and don’t guide the creative team toward a specific improvement.

Effective Feedback Techniques

Use the Feedback Sandwich

Start with a positive observation, introduce the critique, and end with another positive. For example, “I love the color scheme, but the font might be hard to read on mobile. The overall layout, though, feels clean and modern.”

Ask Clarifying Questions

Instead of making assumptions, ask why certain choices were made to understand the creative team’s reasoning. For example, “Can you tell me why you chose this layout? I’d love to understand the thought process.”

Focus on the Audience’s Perspective

Feedback is most useful when it considers how the intended audience will interpret the message or visual.

Feedback Logistics

Timeliness Is Key

Provide feedback promptly to keep the project timeline on track.

Centralize Feedback in One Document

Avoid scattered comments in emails or messages, which can lead to miscommunication and oversight.

Creating a Feedback-friendly Culture

The Creative team appreciates feedback, so don’t be afraid to provide it.

Encourage an Open Dialogue

Make feedback a two-way street. Allow the creative team to ask questions, clarify, and suggest alternatives if a piece of feedback doesn’t align with best practices.

Celebrate Wins

Acknowledge when feedback results in a successful project outcome. This reinforces the value of collaboration and constructive feedback.