

# 9-STEP COMMUNICATION STRATEGY



Communication plans are similar to a business plan: the difference is in the disciplines applied to its execution. A classic communication strategy plan can be built based on this 9-point roadmap. The amount of detail applied to the plan can vary depending on the scope and timeframe of the project using Smartsheet templates.

|                     |                        |                |
|---------------------|------------------------|----------------|
| <b>PROJECT NAME</b> |                        |                |
| <b>CONTACT INFO</b> | <b>NAME</b>            |                |
|                     | <b>PHONE</b>           |                |
|                     | <b>EMAIL</b>           |                |
|                     | <b>MAILING ADDRESS</b> |                |
| <b>DATE:</b>        |                        | <b>AUTHOR:</b> |

|  |                |
|--|----------------|
| <b>1</b>   | <b>MISSION</b> |
| Whether you are working on an overall communications plan for your organization, or have a project, campaign or crisis communication planning situation to execute, begin with your mission in mind. |                |
|  |                |

|  |                          |
|--|--------------------------|
| <b>2</b>   | <b>EXECUTIVE SUMMARY</b> |
| A concise summary of the full plan highlighting the key strengths and weaknesses, major goals and primary techniques to be employed. |                          |
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|  |                           |
|--|---------------------------|
| <b>3</b>   | <b>SITUATION ANALYSIS</b> |
| <b>RESEARCH</b>  |                           |
| PEST Analysis (Political, Economic, Social and Technological Factors)    |                           |
|  |                           |
| SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threat Factors) |                           |
|  |                           |

Competitor Analysis

IDENTIFY SMART (Specific, Measurable, Realistic, and Timely) OBJECTIVES & METRICS

4

STAKEHOLDER & TARGET AUDIENCES

This is a prioritized list of target groups and their subgroups of key influencers and those you want to influence with your plan.

5

KEY MESSAGES

A group of three to five statements which sum up how you want your organization to be perceived.

*If you are targeting multiple audiences that require differentiated messages, you will need to create a list of three to five statements based for each.*

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## TOOLS & TACTICS

What do we have to do to achieve objectives and what tools are appropriate to reach your target audience?

### COMMUNICATION CHANNELS

*Each audience will likely have several appropriate communications channels that will require a plan and budget: web/online media presence, press/PR, direct marketing and paid advertising on print or broadcast media.*

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## BUDGETS

Each tactical project that supports the plan should be budgeted separately.

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## PROJECT PLAN & SCHEDULES

Create a milestone chart will show all tactics, what needs to be done, by whom, and when. Include so that you can measure progress towards ultimate goals.

| TASK OWNER | DATE DUE | TASK DESCRIPTION |
|------------|----------|------------------|
|            |          |                  |
|            |          |                  |
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|            |          |                  |
|            |          |                  |

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## EVALUATE

Based on your mission and incremental metrics, evaluate how successful you were in meeting objectives