

10-STEP COMMUNICATION STRATEGY PLAN

This is a classic communications' strategy plan that is based on a 10-point roadmap. The more detail you apply to the plan, the greater your success!

NAME OF PROJECT		
CONTACT INFORMATION	NAME	
	MOBILE	
	EMAIL	
	MAILING ADDRESS	
DATE:		AUTHOR:

VISION	Big picture of what you want to achieve
MISSION	General statement of how you will achieve the Vision
GOALS	General statement of what needs to be accomplished to achieve both Vision and Mission

EXECUTIVE SUMMARY: Full plan highlighting the key strengths and weaknesses, major goals, and primary techniques to be employed

SITUATION ANALYSIS

PEST Analysis (political, economic, social, and technological factors)

SWOT Analysis (strengths, weaknesses, opportunities, and threat factors)

Competitor Analysis

SMART GOALS (specific, measurable, realistic, and timely) OBJECTIVES & METRICS

AUDIENCES: Target groups and their subgroups of key stakeholders and influencers

Internal

External

Communities

Media

KEY MESSAGES: One-to-five statements which details how you want your company, products, and/or services to be perceived by your

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

COMMUNICATIONS CHANNELS: *Each audience will likely have several communications channels that will require a plan and budget*

Web/Online Media Presence
Press/PR
Direct Marketing
Paid Media (Print, Online, Digital, Or Broadcast), etc....

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

PROJECT PLAN & SCHEDULES: What needs to be done by whom and by when.

TASK OWNER	DATE DUE	TASK DESCRIPTION

EVALUATE: Based on your Vision, Mission and Goals, were you successful in meeting your objectives? Detail areas for improvements as well

DISCLAIMER

While we strive to support you in your work deliverables with this template, any reliance you place on it is strictly your own