

5 Easy Steps to Build A Communications Plan



Building a Communications Plan doesn't need to be complicated. Here is how to build a simple plan grounded in business strategy to support your objectives, engage the right audiences and reach your business goals.

1 Start with your Business Plan

Review your company's objectives and strategies for the next 1-3 years. Understanding the direction of the company and its goals is foundational.

2 Review Existing Communications & Upcoming Activities

Make your existing content work harder! Mine internal and external content like newsletters, white papers, podcasts, interviews, etc. Review Business Development and planned Marketing activities like trade shows, conferences, speaking engagements, summits, etc., for content ideas. These will form the basis of your 12-month content calendar.

3 Define Your Target Audience

Are you trying to reach employees, customers, potential investors or others? Where do they get their information?

4 Channels

Are you where your audience gets their info? Think all mediums - social media, email, managers, conferences, more. Do you need to enter new channels to reach them? Be thoughtful about the time and resources to consistently create and manage content.

5 Create Storytelling Themes / Key Messages

Now it is time to get creative! Create two or three "Storytelling Themes" with a few clear and compelling key messages for each. These themes ensure your content stays focused and the key messages reinforce your goals, purpose, and values.

Now you are ready to create a 12-month content calendar!

Follow the themes from Step 5, add content from Step 2 then identify any gaps. A.I. tools can help generate new ideas and draft content to complete the process.

Need guidance?

Our proven **6-week Strategic Communications Plan Process** provides structure, vision and direction to your communications activities.

● We Can Help You Too.



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