COMMUNICATIONS STRATEGY PROCESS

DISCOVERY → DESIGN → DEVELOPMENT → DEPLOYMENT

COMMUNICATION OBJECTIVES

- What should the communications program achieve?
  - Awareness
  - Purchase consideration
  - Traffic/inquiries/leads
  - Capital investment
  - Brand value/equity

CLIENT MATERIALS

- Product/service details
- Competitive structures
- Sales history
- Market research
- Marketing budgets

EDITORIAL AUDIT

- News search/analysis
- Media insights
  - Trade/consumer

TARGET AUDIENCE PERCEPTIONS

- Industry channel partners
- Consumers
- Government officials
- Community leaders
- Investors

BRAND INSIGHTS

- What are we better at?
- Who is that important to?
- What does the brand stand for?
  - Today? Tomorrow?

POSITIONING

- USP
  - Desirable by customers
  - Distinctive from competitors
  - Deliverable by the company
  - Durable over time

INFLUENCER PROFILES

- Primary
- Secondary

SCHEDULING

- Constraints
- Milestone targets
- Prioritization
- Timelines

PRELIMINARY INVESTMENT RECOMMENDATION

- Agency fees
- Expenses
- Production items
- Paid media

MATERIALS

- Trademarks
- Media lists
- Editorial calendars
- Story ideas/angles
- Press kit
- Press releases
- Executive bios and images
- Q&As
- Fact sheets
- Testimonials
- Bylined articles
- Photography
- Brochures
- Web site
- Media advisories
- Op ed pieces
- Crisis communication plan
- Media training

TACTICAL IMPLEMENTATION

- News distribution/wire services
- Proactive pitching
- Desk side briefings
- Product demonstrations
- Press conferences
- Media receptions
- Speaking engagements
- Satellite media tour
- Public service announcements
- Webinars
- Trade shows
- Newsletters
- Polls and surveys
- Product placement
- Events/brand ambassadors
- Community relations
- Blogs/Wikis
- Podcasts
- Web/social/e-merging media
- Advertorials
- Advertising
- Direct mail/dimensional mailers
- Viral expansion loops (widgets)
- Charitable tie-ins
- Thank you letters

RESULTS

- Monitoring
- Measurement
  - Outputs
    - Press coverage
  - Outtakes
    - Changes in attitude, beliefs or awareness
  - Outcomes
    - Sales
    - Share
    - Attendance and/or click-through rates
- Management reporting

PLANNING

IMPLEMENTATION

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