

STRATEGIC GO-TO-MARKET COMMUNICATIONS PLAN TEMPLATE

Try Smartsheet for FREE

Communications plans are similar to business plans: the difference lies in the disciplines applied to a plan's execution. You can build a classic communications strategy plan based on this 9-point roadmap. Using Smartsheet templates, you will vary the amount of detail you apply to the plan depending on the scope and time frame of the project.

PROJECT NAME

CONTACT INFO

NAME

PHONE

EMAIL

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

MAILING ADDRESS

AUTHOR

DATE

<input type="text"/>	<input type="text"/>
----------------------	----------------------

1 MISSION

Whether you are working on an overall communications plan for your organization or have a project, campaign, or crisis communications planning situation to execute, begin with your mission in mind.

2 EXECUTIVE SUMMARY

A concise summary of the full plan, highlighting the key strengths and weaknesses, major goals, and primary techniques to be employed

3 SITUATION ANALYSIS

RESEARCH

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

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

Competitor Analysis

3 SITUATION ANALYSIS continued

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, as well as 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 on each audience.

6 TOOLS & TACTICS

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

COMMUNICATIONS 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.

7 BUDGETS

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

8 PROJECT PLAN & SCHEDULES

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

TASK OWNER	DATE DUE	TASK DESCRIPTION

9 EVALUATE

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

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.