

EXAMPLE

COMMUNICATION STRATEGY	Advertise new product features to all existing and potential customers, including notes on our product roadmap over the next year.
TARGET MARKET	All existing customers and potential customers in the IT or software development fields.
MAIN VALUE PROPOSITION	The new product features will enhance security and provisioning measures and allow users to scale with better effectiveness and safety.
DESIRED RESPONSE	People will spread the word and/or purchase the product / services.
MEDIA CHANNELS	All social media channels (Facebook, Twitter, LinkedIn, Instagram), a PR announcement on 1/15, and paid advertisements on Google.
SUCCESS METRICS	Increased spend by existing customers and an increase in net-new logos.

BRAND COMMUNICATION PLAN

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SUCCESS METRICS	

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