**9-STEP COMMUNICATIONS STRATEGY**

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.

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| **PROJECT NAME** |  |
| **CONTACT INFO** | **NAME** |  |
| **PHONE** |  |
| **EMAIL** |  |
| **MAILING ADDRESS** |  |
|
|
| **DATE:**  | **AUTHOR:**  |

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| **MISSION****1** |
| **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.** |
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| **EXECUTIVE SUMMARY****2** |
| **A concise summary of the full plan, highlighting the key strengths and weaknesses, major goals, and primary techniques to be employed** |
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| **SITUATION ANALYSIS****31** |
| **RESEARCH** |
| **PEST Analysis (political, economic, social, and technological factors)** |
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| **SWOT Analysis (strengths, weaknesses, opportunities, and threat factors)** |
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| **Competitor Analysis** |
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| **IDENTIFY SMART (specific, measurable, realistic, and timely) OBJECTIVES & METRICS**  |
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| **STAKEHOLDER & TARGET AUDIENCES****4** |
| **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.** |
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| **KEY MESSAGES****5** |
| **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.*** |
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| **TOOLS & TACTICS****6** |
| **What do we have to do to achieve objectives, and what tools are appropriate to reach your target audience?**  |
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| **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.**  |
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| **BUDGETS****7** |
| **Each tactical project that supports the plan should be budgeted separately.** |
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| **PROJECT PLAN & SCHEDULES****8** |
| **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** |
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| **EVALUATE****9** |
| **Based on your mission and incremental metrics, evaluate how successful you were in meeting objectives.** |
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