

**Business Coaching and Advisory Services** 

# **Communications Planning**

### HOW TO DEVELOP A COMMUNICATION PLAN THAT WORKS

Published by: Partnering for Performance, pfpconsult.com



**Business Coaching and Advisory Services** 

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### **A WRITTEN COMMUNICAITON PLAN WILL:**

- Give your day-to-day work a focus,
- ♦ Help you set priorities,
- Provide you with a sense of order and control,
- Prevent you from feeling overwhelmed, offering instead peace of mind.

Communications include all written, spoken, and electronic interaction with your audiences.

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## WHAT IS A COMMUNICATION PLAN?

A communication plan is a written document that describes:

- What you want to accomplish your objectives.
- Ways in which those objectives can be accomplished.
- ◆ To whom your communications will be addressed your audiences.
- ♦ How you will accomplish your objectives the tools and timetable.
- How you will measure the results of your plan.

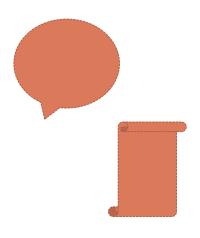


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### **COMMUNICATION VEHICLES INCLUDE:**

- Periodic print publications,
- Online communications,
- Meeting and conference materials,
- Media relations and public relations material,
- Marketing and sales tools,
- Voice mail content,
- Identity materials such as letterhead, logo, business cards,
- Signage,
- Speeches,
- Invoices.

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INVOICE

### WHERE TO GET INFORMAITON:

- Your mission statement,
- Your value statement,
- The position statement,
- Surveys and focus groups,
- ♦ Your web site,
- Discussions with staff, your market, others around you.



# HOW TO DEVELOP A PLAN:

- Evaluate your current communications:
  - What are you currently doing?



- What is each communication activity designed to achieve? How effective are the activities?
- Is it working? How do you know?
- Are you targeting the right market? Who is your market?

# **DEFINE OBJECTIVES:**

Define your overall communication objectives – the results you want to achieve. These might include:

- ♦ Excellent customer service,
- Customer loyalty,
- Centralization of the communication effort,
- Visibility for your company/profession, and,
- Influence on consumers.



### **DEFINE AUDIENCES & GOALS**

#### **AUDIENCES**

List all the audiences that you might contact, attempt to influence, or serve. Included on your list may be:

- Employees,
- Consumers,
- Related industries,
- Federal, regional, and local governments,
- ◊ The media.

#### **GOALS**

With stated objectives, and considering human and financial resources, define goals, a program of work for each objective. Goals include:

- ◊ General programs,
- Products,
- Services that you will use to achieve stated objectives.

### **IDENTIFY TOOLS & ESTABLISH A TIMETABLE**

#### **TOOLS**

- ♦ A simple flyer
- Posters
- ♦ Web site
- Cards
- Newsletter
- ◊ Blog/Social Media
- ♦ PR

#### **TIMETABLE**

Quantify results in a calendar grid that outlines roughly what will be accomplished and when.

- Separate objectives into logical time periods
  - ◊ Daily,
  - ♦ Monthly,
  - ♦ Weekly,
  - ♦ Year end

# **EVALUATE THE RESULTS:**

Build into your plan a method for measuring results. Your evaluation might take the form of:

- ♦ Leads generated,
- ♦ Referrals,
- Returning customers,
- New customers,
- Influence.

