



Business Coaching and Advisory Services

Communications Planning



HOW TO DEVELOP A COMMUNICATION PLAN THAT WORKS



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**Jacqueline Collins,
President
Partnering for Performance
781.982.8812
jacollins@pfpconsult.com
www.pfpconsult.com**



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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.

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.



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.



WHERE TO GET INFORMATION:

- ◇ 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.

