



Strategic Communications Plan Outline

1. Marketing Goals

What are your one-three marketing goals? These are the broad primary marketing outcomes that support your organization's larger mission-oriented goals.

2. Situation Analysis

What is the environment in which you are working? Can include a marketing audit.

3. Target Audiences

Who are the 1-3 top audience segments you need to engage to meet your goals? What are the habits and preferences of each group described in personas?

4. Primary Calls to Action and Messaging

What do you need your target audience to do? Be specific! How will you frame your messaging? What's the Benefit Exchange: Why should your target audiences care? What's in it for them? What are the Challenges/Barriers your messaging must overcome: What challenges do you and they face in following through?

5. Marketing Strategies

What are the best approaches to reach your marketing goals?

6. Marketing Objectives

What are the SMART steps you take to achieve a strategy? SMART is Specific, Measurable, Achievable, Resourced, and Time-Bound.

7. Tactics

What tools, channels, and types of content will you use to pursue the objectives?

8. Resources

What will it take to implement the plan – include time, talent, treasure (\$). Who is doing what with what?

OPTIONAL: You may also want to add a separate section on your organizational brand/personality. Otherwise you can roll that into either the messaging or strategies section.