

BRAND COMMUNICATIONS STRATEGY TEMPLATE

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INTRODUCTION

Build a communications strategy plan based on the roadmap below. Using Smartsheet templates, you can vary the amount of detail you apply to your plan, depending on the scope and time frame of your project.

COMPANY NAME

AUTHOR

DATE

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STRATEGY OVERVIEW

A concise summary of the full plan, highlighting the key strengths and weaknesses, the major goals, and the primary techniques to employ.

COMMUNICATIONS ANALYSIS

Analyze how you are currently communicating with your target audience.

INTERNAL FACTORS

STRENGTHS +

WEAKNESSES -

EXTERNAL FACTORS

OPPORTUNITIES +

THREATS -

SWOT Analysis Summary

IDENTIFY SMART (Specific, Measurable, Achievable, Realistic, and Timely) OBJECTIVES & METRICS.

COMPETITOR ANALYSIS

How are your competitors communicating with their audience? What is working or not working?

TARGET AUDIENCE

Describe the target audience that you want to influence.

BRAND POSITIONING

How do you want to be perceived by customers?

UNIQUE SELLING PROPOSITION

What USP are you offering to customers that your competition is not?

BRAND PERSONAILITY

Describe the voice, look and feel of your brand that you want to consistently communicate in marketing materials.

COMMUNICATION CHANNELS

What communications channels will you use to reach your audience? For example, social media, email marketing, web content, PR, paid advertising, and/or broadcast media.

EVALUATE

Based on your metrics, evaluate how successful you are in meeting objectives.

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