

# PLANNING TO SUCCEED

There are many good reasons to develop a communications plan. Anticipating the growth of your brand without one is like traveling to unknown territory without directions. While you may have a general sense of where you're going, it's likely that valuable resources—time and money—will be lost before your ultimate destination is realized. Your communications plan is the road map to take you where you want to go.

In addition to providing overall direction, a communications plan is helpful when launching new initiatives, products and services. It's an extremely valuable tool for managing a crisis, particularly if that crisis relates to a business decision gone wrong that could damage your reputation. Having a written plan also demonstrates to potential partners, investors and key employees that you're serious about your business' sustainability and growth.

## DEVELOPING YOUR PLAN

Businesses of every type and size benefit from a well-defined communications plan, but it's particularly essential for purpose-driven businesses. It's the key to attracting and connecting with stakeholders who share your values. This seven-part communications plan supports you in incorporating your WHY and your Whyography into your communications efforts. It includes:

1. Executive Summary: A high-level overview of the business and this plan
2. Goal and Objectives: The purpose of this plan
3. WHY: Business purpose (WHY Statement and Whyography)
4. WHO: Target audience
5. Competitive Analysis: The business' competitors and position in the market
6. Messaging: Key messages that articulate the business's HOW and WHAT to the target audience
  - a. HOW: Your unique strengths and skills
  - b. WHAT: Your products and/or services
7. WHERE: Channels for reaching the target audience

# COMMUNICATIONS PLAN

Created by

Date

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# EXECUTIVE SUMMARY

# GOAL AND OBJECTIVES

# WHY STATEMENT AND WHYOGRAPHY

# WHYOGRAPHY (CONTINUED)

# WHO



NAME:

GENDER:

AGE RANGE:

RELATIONSHIP STATUS:

OCCUPATION:

INCOME RANGE:

WHAT YOUR IC WEARS:

MODE OF TRANSPORTATION YOUR IC USES:

WHERE YOUR IC RESIDES (type and location of residence):

WHERE YOUR IC SHOPS AND EATS (type and location of businesses):

WHERE YOUR IC TRAVELS (type and location of travels):

YOUR IC'S INTERESTS AND HOBBIES:

SOCIAL MEDIA PLATFORMS YOUR IC USES:

YOUR IC'S FAVORITE WEBSITES:



# WHO (CONTINUED)

THE PROBLEM YOUR IC NEEDS YOU TO SOLVE FOR THEM  
(their pain point):

WHAT YOUR IC FEELS GOOD ABOUT MAKING A PURCHASE OR  
INVESTMENT IN:

WHAT YOUR IC HOPES TO PURCHASE FROM YOU (if your  
company sells direct to consumers):

WHAT YOUR IC'S EXPECTATIONS ARE OF YOU:

WHAT YOUR IC HOPES TO ACHIEVE BY WORKING WITH YOU (if  
you company sells to other businesses):

WHAT YOU WANT YOUR IC TO THINK ABOUT YOU:

WHAT YOUR IC'S MOTIVATION IS TO PURCHASE PRODUCTS  
AND/OR SERVICES LIKE YOURS:

WHAT YOU WANT YOUR IC TO THINK ABOUT YOUR  
COMPETITORS:

WHEN YOUR IC IS LIKELY TO PURCHASE OR INVEST IN  
PRODUCTS AND/OR SERVICES LIKE YOURS:

# MARKET RESEARCH: YOUR COMPANY

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #1

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #2

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #3

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #4

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #5

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #6

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES



# MARKET RESEARCH: COMPETITOR #7

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #8

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #9

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET RESEARCH: COMPETITOR #10

ORGANIZATION NAME AND WEBSITE	SOCIAL MEDIA HANDLES AND FOLLOWERS	OVERVIEW	STRENGTHS	WEAKNESSES

# MARKET POSITION


ORGANIZATION NAME	DIFFERENTIATOR #1	DIFFERENTIATOR #2	DIFFERENTIATOR #3
Your company			
Competitor #1			
Competitor #2			
Competitor #3			
Competitor #4			
Competitor #5			

# MARKET POSITION

ORGANIZATION NAME	DIFFERENTIATOR #1	DIFFERENTIATOR #2	DIFFERENTIATOR #3
Competitor #6			
Competitor #7			
Competitor #8			
Competitor #9			
Competitor #10			

# SWOT ANALYSIS

## STRENGTHS

A large, empty rectangular box with a black border, intended for listing the organization's internal strengths.

## WEAKNESSES

A large, empty rectangular box with a black border, intended for listing the organization's internal weaknesses.

## OPPORTUNITIES

A large, empty rectangular box with a black border, intended for listing external opportunities for growth.

## THREATS

A large, empty rectangular box with a black border, intended for listing external threats to the organization.

# KEY MESSAGES OVERVIEW

YOUR WHY	YOUR HOW	YOUR WHAT



# KEY MESSAGES AND COMMUNICATIONS CHANNELS OVERVIEW

OBJECTIVE	TARGET AUDIENCE	KEY MESSAGES	CHANNELS