

Jot down

your

comms plan

Describe the problem you're looking to solve. What insights can you consider in relation to this?

Goals and objectives (be SMART)

Audiences you need to reach (be as specific as you can and underline the top three priority audiences)

Channels you'll use (and how your target audience use these channels)



Campaign messages (and how they link back to your objectives)

Timescales and dates (leave room for unexpected obstacles & sign-off processes!)

Content ideas



Budget - what will you spend it on?

What does success look like? How will you measure it?

