

Communication Strategy Outline

Context Setting	
Desired Result	Situation Analysis
<p>Define the overall desired result</p> <p>What is the overall objective? What change is desired? What are the objectives of the higher-level business strategy, marketing strategy, policy, program or project? What does success look like?</p>	<p>Describe the situation</p> <p>What issues, products, brands or services are the key topics of the communication activity? Why is a communications strategy required? What are the key issues? What are expectations? What are the constraints? What are the associated projects, campaigns, activities or milestones the communication activity needs to support or align with? Who is the client? Who is accountable for the results? Who is responsible for decisions?</p>

Strategy Setting	
Communication Objectives	Audience and Stakeholder Analysis
<p>Define the desired communication results</p> <p>What are the practical and measurable results desired from the communication activity? Where on the Change Staircase do we want to move the target audience? What are the Key Performance Indicators or success factors? What would a successful communication do? What is the desired change to the target audience - Awareness? Knowledge? Understanding, Attitude? Behaviour? How is the communication to influence the audience? What do you want the audience to think, feel and do about the key issues, product, brand or service?</p>	<p>Define the key audiences and stakeholders</p> <p>Who are the main targets of the communication activity? › What is known about this audience? › Who needs to be influenced by the communication? › Where on the Change Staircase is the audience? › What insights do we have about the key audience? › What does the audience currently think, feel and do about the key issues, product, brand or service? › What messages and tone of messages best suit the target audience? › What are the audiences preferred channels and methods for receiving communications about the key issue, product, brand or service?</p> <p>Who are the key stakeholders that have an interest in the communication activity? › What is their role? › What is their interest? › What is their influence? › What is their responsibility?</p>

Tactics and Tools		
Key Messages	Communication Channels	Issues and Implications
<p>Define the key messages and the tone of the messages</p> <p>What is the key message or killer facts that is likely to influence the target audience?</p> <p>Are there any factual, emotional, visual or aural triggers that are likely to influence the target audience?</p> <p>What insights do we have about the audience reaction to the key messages?</p> <p>Are there any branding or corporate messaging considerations?</p>	<p>Define channels, media and tactics required to deliver the message to the audience</p> <p>How will the messages be delivered?</p> <p>What media channels, products, tools and arrangements are required deliver the communication?</p> <ul style="list-style-type: none"> > Advertising? > Public Relations and Media? > Websites and e-marketing? > Promotions and events? > Direct marketing? <p>What communication channels best suits the target audience?</p>	<p>Define the risks, issues, constraints and other factors that could affect the delivery of the communication</p> <p>Are there any mechanisms, processes, structures alliances, authorisations or scheduling requirements that are needed for successful delivery?</p> <p>Are there any risks, constraints and other factors that affect the delivery of the communication?</p> <p>What approvals and endorsements are required and when?</p>

Execution and Delivery		
Resources	Schedules	Budgets
<p>Define the resources required to deliver communication activities</p> <p>What internal resources are required?</p> <p>What specialist resources are required?</p> <p>What skills and capabilities are required?</p> <p>What communication materials are required?</p>	<p>Define timelines and schedules for specific communication activities</p> <p>What needs to be delivered by when?</p> <p>What are the key milestones and when should they occur?</p> <p>What other factors, dates and events do the communication activities need to co-ordinate with?</p> <p>When are approvals and endorsements required?</p> <p>Can the activities be staged or split into different phases?</p>	<p>Define the costs of communication activities</p> <p>How much will the proposed communication activities cost?</p> <p>What are the budget and financial limitations?</p> <p>Will expenditure be split into different stages and phases?</p> <p>Is expenditure dependant upon any sales, income or other performance targets?</p> <p>Is there any in-kind, sponsored or free contributions that may cover any communication expenses?</p>

Monitoring and Review	
Performance Indicators	Measurement
<p>Define the success factors and performance indicators</p> <p>How will we know the communication is successful? How will we know the communication objectives are being achieved? How will we know the communication is working? What are the success factors or Key Performance Indicators (KPIs)? What are the success factors or performance indicators for specific communication activities, items and materials? Are there progress indicators? How will we know milestones, deliverables, phases and stages being satisfactorily met? Are there quantitative and qualitative indicators?</p>	<p>Define how the performance of the communication will be monitored, measured, evaluated and reported</p> <p>How will the performance of the communication will be measured and monitored? How will the performance of specific communication activities, items and materials be monitored and measured? How will the Key Performance Indicators and success factors be measured? How will the progress of milestones, deliverables, phases and stages be monitored and measured? How will monitored progress and performance be reported to the responsible and accountable stakeholders? How will the monitored performance be fed-back into the Communication Strategy to adjust and fine-tune associated messages, channels, tactics, tools, resources and budgets? How will the communication be evaluated and lessons learnt be used to inform future communication activities?</p>

If you would like this document customised for your business or organisation please contact Alius Communication & Strategy.

Phone: 0439 638 618 (Australia)
 +613 0439 638 618 (International)

Email: enquiry@alius.com.au
 Web: www.alius.com.au