Marketing and Communication Planning

Answer the questions below. Then, an implementation calendar is developed and a budget created. It’s divided into two parts: things we can do now on our current budget, and aspirational goals if we had more resources.

Then we execute.

Here are four questions.

1. Who are our audiences? Detail audiences by type.
2. What are the core messages? For each audience, what are the 3 points we want them to remember about ORGANIZATION ? (These must be concise.)
3. What are the actions we want them to take?
4. What are the message vehicles? For each audience, how are we delivering the messages? How often? How are we certain the messages are consumed and read? How can we test the consumption and digestion of these messages?

Here is a sample answer:

1. Audience: Chief Sustainability Officers at Fortune 100 companies
2. Core Messages:

* ORGANIZATION provides the best policies and tools to help you manage the chemical inputs into your products
* Organization is a safe forum for collaborative discussion with other company peers, government leaders, and the most prominent environmental and social NGOs
* Organization Program is recognized as the best tool to help you find safe substitutes to dangerous chemicals in products

1. Actions to take:

* Attend at least one Organization meeting per year
* Formally adopt Roadmap
* Implement Organization Program

1. Message Vehicle

* Personalized engagement: lead letter written by peer
* Follow up call from ORGANIZATION staff
* Sign them up for quarterly newsletter
* Include on invitation list to Organization events

ORGANIZATION MARCOM Budget

Questions to answer: Who is going to do all of this? What will it cost? What can we do now, and what needs to be aspirations?

ORGANIZATION MARCOM Calendar

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Jan | Feb | Mar | Apr | May | Jun |
| F100 CSO | Lead letter | Phone call | Newsletter | Invite | Phone call | Newsletter |
| Who? |  |  |  |  |  |  |
| Who? |  |  |  |  |  |  |
| Who? |  |  |  |  |  |  |
| Who? |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | July | Aug | Sept | Oct | Nov | Dec |
| F100 CSO | Invite | Newsletter | Phone call |  | Newsletter |  |
| Who? |  |  |  |  |  |  |
| Who? |  |  |  |  |  |  |
| Who? |  |  |  |  |  |  |
| Who? |  |  |  |  |  |  |