

Sample Marketing Communications Plan for _____

Message	Audience Segment	Channel(s) to audience	Resource and cost	Duration of activity		Outcomes	Oversight / control		Action points
				Start	Stop		Who will do this	Who will check this?	
<p>Your offer/proposition inc. benefit/quality/USP/ESP - your key message</p> <p>Price points, guarantees, value addition etc.</p>	<p>Who you want to talk to:</p> <p>Customers Customer KOL/KI Beneficiaries/users Beneficiary KOL/KI</p>	<p>What channel(s) will you use to communicate with this group?</p> <p>Events, direct, media, online, network etc.?</p> <p>NB You may use several channels to access a market segment</p>	<p>What resources do you need?</p> <p>Direct costs, time, other resources etc.</p> <p>People, data, design, copywriting, advertising, online development and hosting etc.?</p>	<p>How long you wish to spend on this activity?</p> <p>Start and end date (either lapsed time or dates)</p>		<p>What you wish to achieve? What response mechanism?</p> <p>Metrics Number of leads Number of meetings Number of signed contracts or grants etc.?</p> <p>Remember - What gets measured gets managed!</p>	<p>Having a person who is familiar with the process, but not involved in it will allow for detachment in the oversight function</p> <p>Who will do this</p> <p>Who will check this?</p>	<p>Actions required to achieve this specific marketing activity.</p> <p><input type="checkbox"/> Yes - progress to sales team</p> <p><input type="checkbox"/> Maybe - revisit in 9 months</p> <p><input type="checkbox"/> No -add to suppression list, approach for market research in 12 months</p>	
			Beg						
			Borrow						
			Swap						
			Share						
			Lease						
			Buy						
			"Steal"						
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			Buy					
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