**Marketing Communications Plan Template**

Purpose

The purpose of this tool is to help you develop a Marketing Communications Plan. The Marketing Communications Plan template was designed to summarize key strategies that will be tracked in the next fiscal year.

How to Use this Template

Complete the following sections with your project team and/or stakeholders. Cut and paste this information into a document that reflects your corporate image, and deliver your Marketing Communications Plan to your key stakeholders. There are links to other tools and templates to help you complete each section of the plan.

[Title Page]

[Insert Company Name or Logo]

**[Year] Marketing Communications Plan**

[Insert Completion Date]

**Table of Contents**

 Page

**1. Executive Summary 3**

 1.1 2008 Marketing Communications Plan Highlights

**2. Strategic Objectives & Key Performance Indicators 3**

 2.1 High-Level Business Objectives

 2.2 Key Performance Indicators

**3. Internal Marketing Communications Plan 4**

 3.1 Intranet Revitalization Project – Action Plan

 3.2 Internal Marketing Communications Plan & Schedule

**4. External Marketing Communications Plan 5**

 4.1 Customer Profiles & Market Segments

 4.2 Product/Service Positioning

 4.3 Branding Strategy

4.4 Public Relations & Advertising Plan & Calendar

 4.4.1 Media Relations Database

 4.4.2 Advertising Calendar & Budget

 4.4.3 Online Advertising ROI Calculation

 4.4.4 Advertisement Evaluation Matrix

 4.4.5 Competitive Ad vs. PR Analysis

 4.4.6 Public Relations Plan

4.5 Analyst Relations Plan

4.6 Tradeshow & Events Plan

4.7 Direct Marketing Plan

**5. Marketing Communications Plan Budget 7**

**1. Executive Summary**

**1.1 2008 Marketing Communications Plan Highlights**

Provide a brief description of key strategic objectives and marketing communications programs that you will be implementing in the next 12 months.

**2. Strategic Objectives & Key Performance Indicators**

**2.1 High-Level Business Objectives**

|  |
| --- |
| 200X Strategic Business Objectives |
| 1. Increase Awareness of New Product Lines with Existing Customers |
| 2. Improve Relationships with Key Industry Associations and Analyst Firms |
| 3. Enhance Lead Generation Process to Increase Qualified Leads |
| 4. Maintain Perception as Market Leader in Key Markets |
| 5. Align Sales and Marketing Communications and Processes to Drive Sales |

**2.2 Key Performance Indicators**

|  |  |
| --- | --- |
| Programs, Initiatives & Actions | Key Performance Indicators |
| 1. Public Relations Plan | # Press Release Pick-ups# Impressions & Estimated Circulation# Journalist Relationships Developed# Blogs Discussing Brand & Company# Keynote Presentations & Viewers# Hours of Air-Time on Television |
| 2. Advertisement Plan & Calendar | # Estimated Total Brand Impressions# New Leads from Advertisements# Sales from Each AdvertisementCost/Lead for Each Adv. CampaignCost/Sale for Each Adv. Campaign |
| 3. Tradeshows & Industry Events | # Leads from Tradeshows# Leads from SponsorshipsCost/Lead for Each EventTradeshow ROI Calculation |
| 4. Website Redesign | # Hits & Page Views# Web Leads# Web Sales & Revenues |
| 5. Direct Marketing | Email Campaign Click-Through Rates# Calls/Website Visits from Print AdsContact Center Productivity MetricsDirect Marketing ROI CalculationsBrand Perception Survey Benchmarks |

**3. Internal Marketing Communications Plan**

**3.1 Intranet Revitalization Project - Action Plan**

Most organizations use a combination of communication vehicles for delivering internal marketing communications, including: intranet, email, focus groups, staff meetings, training sessions, printed documents, etc. Strongly consider using an Intranet as a focal point and repository for internal marketing communications.

Leverage your intranet for internal marketing communications. Develop an action plan for making your intranet the backbone for internal communications. Use the following tools to help you with building your **Intranet Project Plan**:

* **Intranet Usage Survey**
* **Intranet FAQ Worksheet**
* **Intranet Optimization Checklist**

**3.2 Internal Marketing Communications Plan & Schedule**

|  |  |  |
| --- | --- | --- |
| Communication Type | Frequency | Delivery Method |
| 1. Corporate Events & News | Monthly Report | Email Intranet |
| 2. Policy & Procedure Changes | As Required | EmailIntranetFocus GroupsStaff Meetings |
| 3. Product Launches | As Required | EmailIntranetWebsiteTraining SessionsStaff Meetings |
| 4. Personnel Changes | As Required | Email |
| 5. Industry & Competitor News  | Weekly Report | EmailIntranet |
| 6. Corporate Performance Reports | Monthly Report | CEO Presentationat Company Meeting |
| 7. Press & Blog Mentions | Daily Report | EmailIntranet |
| 8. Shareholder Presentation | Annual | Annual MeetingPrinted ReportEmail PDF ReportIntranet |

**4. External Marketing Communications Plan**

**4.1 Customer Profiles & Market Segments**

Insert **Customer Profiles** to illustrate target customers and segments.

**4.2 Product/Service Positioning**

Insert **Product Positioning Tool** results to document product positioning.

**4.3 Branding Strategy**

Insert your completed **Brand Scorecard** to document your branding strategy.

Insert **Brand Perception Survey** Results to demonstrate current benchmarks.

**4.4 Public Relations Plan & Advertising Calendar**

Use the following reports and tools to build out your PR/Advertising Plan:

4.4.1 **Media Relations Database** – organize your media plan and relationships.

* Print Topics by Month
* Selected Print Topics
* Print Due Dates
* Print Rate Info
* Print Ad Specs
* Online Ad Types
* Online Rate Info
* Online Ad Specs
* Advertisement Line-Up
* Advertisement Budget
* Media Contact Information

4.4.2 **Advertising Calendar & Budget** – build an ad calendar and budget.

* Monthly Ad Placements and Budget
* Advertisement Due Dates

4.4.3 **Online Advertising ROI Calculator** – select keywords that are profitable.

4.4.4 **Advertisement Evaluation Matrix** – set minimum ad quality standards.

4.4.5 **Competitive Ad vs. PR Analysis Tool** – track ad/PR placements and ratios.

4.4.6 **Public Relations Plan** – insert your public relations plan.

* + **Building Successful PR Campaigns** – select the right PR tools.
	+ **Press Release Guide** – provide a standardized method for releases.

**4.5 Analyst Relations Plan**

|  |  |  |
| --- | --- | --- |
| Analyst Firm | Opportunities | Next Steps |
| 1. AMR | Supply Chain Top 25 | Analyst Briefing  |
| 2. Gartner Group | Magic Quadrant Profiling | Engage Vendor Relations |
| 3. Info-Tech Research Group | Indaba Program | Discuss Program Details |
| 4. Frost & Sullivan | Conference Sponsorship  | Budget Approvals |

**4.6 Tradeshow & Events Plan**

Use our **Event Planning Checklist** and **Tradeshow ROI Calculator** for assistance.

|  |  |  |  |
| --- | --- | --- | --- |
| Event or Tradeshow | Date & Location | Value | Cost |
| 1. Golf Sponsorships | Jun 15, 20XX San Diego Country ClubJul 12, 20XXToronto Golf & Country Club | Brand AwarenessKeep Partner HappyGenerate LeadsIncentive for Sales  | $5,000 $4,200  |
| 2. Tradeshows | Jan 8, 20XXLas Vegas – Retailer SummitMar 29, 20XXNew York – Tradeshow #2Sep 21, 2008 – Tradeshow #3 | Engage ProspectsKey Note SpeechesLead GenerationIncrease SalesTest New Channel | $12,000$18,500$11,800 |
| 3. Shareholder Meeting | Jan 18, 20XXCorporate HQ – New York | Present ResultsIncrease InvestorsMore GovernanceNew I/R KitsSustainability Report | $2,900 |
| 4. Annual Sales Meeting | Aug 24, 20XXLaguna Beach, California | Motivate StaffSales Training | $28,000 |
| Totals | 7 Events |  | $82,400 |

**4.7 Direct Marketing Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Objectives | KPIs & Metrics | Targets |
| 1. Call Center | Increase Qualified Leads by 100% in 2008 Implement Metrics Hire More Quality Staff | Sales Productivity Stats# Leads from Channel# FTE Staff  | 100 Dials/Day3 Leads/Day/Rep8 FTE Staff by June |
| 2. Email Marketing | Implement Email SystemTrack & Monitor MetricsIncrease Leads by 200%Understand Cost/LeadsIntegrate with CRM  | System InstallationClick-Thru Rate# Leads from Channel# Un-subscribes# Sales from Channel  | New System in Feb.Integrated with CRMClick-Thru Rate – 5% 300 New Leads/Year>50 Un-subscribes2 New Sales/Month |
| 3. Direct Mail | Start Tracking ResultsCut Costs of Direct MailPilot Micro-site Program | # Call to 800 Number# Web Visitors in Areaswe Send Direct MailMicro-site Conversions | 20 New Leads/MonthReduce Costs - 30%10% Conversion  |
| 4. Website | Launch New Website | # Unique Visitors# Web Leads# Web Sales | 10,000/month50 web leads/month2 web sales/month |

**5. Marketing Communications Budget**

**5.1 Marketing Communication Plan Budget**

Insert your **Marketing Communications Budget** and get your plan approved.