**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]

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**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 Advertisement  Cost/Lead for Each Adv. Campaign  Cost/Sale for Each Adv. Campaign |
| 3. Tradeshows & Industry Events | # Leads from Tradeshows  # Leads from Sponsorships  Cost/Lead for Each Event  Tradeshow 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 Ads  Contact Center Productivity Metrics  Direct Marketing ROI Calculations  Brand 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 | Email  Intranet  Focus Groups  Staff Meetings |
| 3. Product Launches | As Required | Email  Intranet  Website  Training Sessions  Staff Meetings |
| 4. Personnel Changes | As Required | Email |
| 5. Industry & Competitor News | Weekly Report | Email  Intranet |
| 6. Corporate Performance Reports | Monthly Report | CEO Presentation  at Company Meeting |
| 7. Press & Blog Mentions | Daily Report | Email  Intranet |
| 8. Shareholder Presentation | Annual | Annual Meeting  Printed Report  Email PDF Report  Intranet |

**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 Club  Jul 12, 20XX  Toronto Golf & Country Club | Brand Awareness  Keep Partner Happy  Generate Leads  Incentive for Sales | $5,000  $4,200 |
| 2. Tradeshows | Jan 8, 20XX  Las Vegas – Retailer Summit  Mar 29, 20XX  New York – Tradeshow #2  Sep 21, 2008 – Tradeshow #3 | Engage Prospects  Key Note Speeches  Lead Generation  Increase Sales  Test New Channel | $12,000  $18,500  $11,800 |
| 3. Shareholder Meeting | Jan 18, 20XX  Corporate HQ – New York | Present Results  Increase Investors  More Governance  New I/R Kits  Sustainability Report | $2,900 |
| 4. Annual Sales Meeting | Aug 24, 20XX  Laguna Beach, California | Motivate Staff  Sales 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/Day  3 Leads/Day/Rep  8 FTE Staff by June |
| 2. Email Marketing | Implement Email System  Track & Monitor Metrics  Increase Leads by 200%  Understand Cost/Leads  Integrate with CRM | System Installation  Click-Thru Rate  # Leads from Channel  # Un-subscribes  # Sales from Channel | New System in Feb.  Integrated with CRM  Click-Thru Rate – 5%  300 New Leads/Year  >50 Un-subscribes  2 New Sales/Month |
| 3. Direct Mail | Start Tracking Results  Cut Costs of Direct Mail  Pilot Micro-site Program | # Call to 800 Number  # Web Visitors in Areas  we Send Direct Mail  Micro-site Conversions | 20 New Leads/Month  Reduce Costs - 30%  10% Conversion |
| 4. Website | Launch New Website | # Unique Visitors  # Web Leads  # Web Sales | 10,000/month  50 web leads/month  2 web sales/month |

**5. Marketing Communications Budget**

**5.1 Marketing Communication Plan Budget**

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