

# Communications Strategy and Planning

## Overview

Your Communications Strategy and Planning process is an essential first step for creating a unified 'voice' that links all your diverse activities and goals in a way that appeals to the partners or stakeholders involved. It gives any PR or AR campaign a clear and integrated direction.

**We can help you find the best path to success in this area in a variety of ways:**

### 1. Annual PR planning

We can host or facilitate an annual PR planning meeting where the focus is on reviewing the current communications strategy, assessing its performance against communication objectives, and resetting these if required. Using input from different areas of the business we'll explore all the potential options.

We'll then compile a communications strategy plan document, setting out your objectives and the target audiences that need to be on side. The plan will explore all available channels to reach your target audiences (including media relations, blogger relations, marketing content, events) and identify how the communications strategy can help you achieve your business goals. We'll also address what tools need to be in place to measure performance and ensure steps are in place to handle crisis communications.

### 2. Corporate positioning and message development (see service guide)

Ideally a 'workshop', this takes place with senior people from as many management functions as possible. Lasting three to four hours, we'll help you brainstorm your corporate positioning and what you want your brand to mean to all stakeholders. We'll then help you develop your company messaging.

### 3. Creative brainstorming

If you're planning a new campaign or facing a business challenge, we can host a brainstorming meeting to identify the right way forward.

### 4. Marketing content development (see service guide)

A strong marketing content programme unlocks the expertise and know-how within your organization and makes this to a wide range of stakeholders, educating them and changing behaviours. We'll advise you on your marketing content programme and strategy and structure – we can also generate marketing content on your behalf such as white papers, case studies and blogs.

