

CHECK LIST | COMMUNICATIONS PLANNING

Launching a new brand, product, service or initiative? Use these questions to guide your strategic communications plan and ensure success.

OBJECTIVE

- What is the specific, measurable goal you want to achieve?

TIMING

- When do you realistically think you could achieve your goal?

RESOURCES

- What are the strategic resources currently in place that will help you achieve your goal?
- What are the strategic resources you'll need?
- What groups or individuals will need new training or education?
- Will you need to bring in external experts?
- What is the financial investment/allocation needed to achieve your goal?
- What departments, teams or individuals need to be consulted or involved?

STRENGTHS/WEAKNESSES

- What are the new [brand/product/service]'s greatest assets and strengths?
- What are the new [brand/product/service]'s greatest weaknesses?
- What will be the biggest challenges to overcome in order to reach your goal?
- What are the greatest opportunities that will help you achieve your goal?

TARGET AUDIENCES

- Who are the audiences that must be targeted to achieve the objective?
- What do the target audiences currently know about the new [brand/product/service]?
- What will be the biggest objection the targeted audiences will have about the new [brand/product/service]?

DESIRED PERCEPTION ONCE LAUNCHED

- How will your competitors perceive the new [brand/product/service]?
- How do you want the new [brand/product/service] to be perceived in the marketplace?

SALES CYCLE/BEHAVIORS

- How long will it take for your target audiences to adopt/purchase the new [brand/product/service]?
- Are there new behaviors or mindsets that need to be changed?
- How will you overcome customer objections to the new [brand/product/service]?

INITIAL STRATEGIES/TACTICS:

- What are best ways to reach, engage and educate your target audiences for the new [brand/product/service]?
- What are the best ways to influence the needed behavior of your targeted audiences?
- What are the best messages needed to communicate the value/benefit of the [brand/product/service]?

KPIs

- What are the key indicators needed to measure to ensure the objective is being met?
- How often will you evaluate the indicators?