**[Your Organisation’s Name]**

**Marketing Communication Plan for [Communication Campaign Title]**

1. **Background Information** (project / activity summary)**:**

|  |  |
| --- | --- |
| Project Title |  |
| Project Timeframe |  |
| Project Goal | *There is always only one goal* |
| Project Objectives | 1. *Objective #1* 2. *Objective #2* 3. *Objective #3…* |
| Project Participants | *(i.e. directly involved into activities)* |
| Project Beneficiaries | *(i.e. those who will win at the end)* |
| Project Stakeholders | *(i.e. interested parties)* |
| Specific Expected Results | 1. *Expected result #1* 2. *Expected result #2* 3. *Expected result #3…* |
| Budget of the Project |  |

1. **Communications Objectives**

*Before filling in this section, think about the purpose of your communication campaign and the audience(s)*

|  |  |
| --- | --- |
| ***Why?*** | ***What?*** |
| **Overall** | |
| Communication Goal *(i.e. what you need to accomplish with your communication activities. Keep the project goal in mind, but do not repeat it, and be honest with yourself and your teammates)* | Main message / slogan of the campaign *(simple, easy to remember, related to the project goal)* |
| **Specific** | |
| Communication Objective #1 *(i.e. what specifically you need to achieve. Keep the communication goal and the specific objectives of the project in mind)* | Message #1 *(it shall be related to the target audience)* |
| Communication Objective #2 | Message #2 |
| Communication Objective #3… | Message #3… |

1. **Target Audience**

*When filling in this section, consider participants, beneficiaries and stakeholder of the project listed above*

|  |  |
| --- | --- |
| **Group** | **Description** |
| Target Audience #1 | *Describe each group, also indicating why you need them (their contribution or impact) and why they shall care (their interest in the project). Use audience persona for the key recipients, if needed* |
| Target Audience #2 |  |
| Target Audience #3… |  |

1. **Communication Toolbox**

*Break down your communication tools, channels and platforms into offline and online*

|  |  |
| --- | --- |
| **Offline tools** | **Online tools** |
| * *Tool #1* * *Tool #2* * *Tool #3* * *…* | * *Tool #1* * *Tool #2* * *Tool #3*   *…* |

1. **Resources Available**

*This consists of two parts: budget available and human resources needed (and available)*

|  |  |
| --- | --- |
| Communication Budget |  |
| Human Resources | 1. *Team member / hired expert #1: position (name) and responsibilities* 2. *Team member / hired expert #2: position (name) and responsibilities* 3. *Team member / hired expert #3: position (name) and responsibilities* 4. *…* |

**(Continued on Page 3)**

1. **Communication Matrix**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Target audience:***  *Who do we want to inform?* | ***Key messages:***  *What do we want to tell them?* | ***Tone and key words:***  *How do we want to tell them?* | ***Communication methods and tools:***  *Where are we going to tell them?* | ***Timeframe and milestone(s):***  *When does this need to happen?* | ***Communicator:***  *Who is responsible for doing it?* | ***Indictors:***  *How will we measure the success?* |
| Target Audience #1 |  |  |  |  |  |  |
| Target Audience #2 |  |  |  |  |  |  |
| Target Audience #3… |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. **Risks and Mitigation Measures**

|  |  |
| --- | --- |
| **Potential Risk** | **Measures to Be Taken** |
| Risk #1 | * Measure(s) #1 |
| Risk #2 | * Measure(s) #2 |
| Risk #3… | * Measure(s) #3… |