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**Communications Plan for** <insert your company name here> **for** <period covered>

**Vision**

*Write down your vision for your business here*

**Business goals**

*List three business goals you really want to achieve this year*

1.

2.

3.

**Communications goals**

*List three communications goals that will help you achieve your business goals*

1.

2.

3.

**Messages**

*Write down your three main messages you want your communications to get across to your ideal clients*

1.

2.

3.

**Media list**

*Are there any publications, blogs, podcasts or events you really want to get into this year? List them here*

|  |  |  |
| --- | --- | --- |
| **Publication** | **Contact person** | **Contact details** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Communications tools**

*Decide which tools you want to use. Stay focused. If you try to do them all, you’re less likely to succeed.*

PR (including mainstream media, guest blogs, podcasts)

Blog

Newsletter

Speaker opportunities

Social media

* Facebook
* Twitter
* Instagram
* LinkedIn
* YouTube
* Pinterest
* Other

**Content Plan Activity Grid**

**Explanatory notes:**

* **Row one** is major days & seasonal hooks. Look through the 2018 Content Calendar and plot them out
* **Row two** is a list of the actual things you’ve got going on in your business. Perhaps it’s a new product launch, an event you’re going to, a big client project completion – get it down
* **Row three** is where you try to tie any events you have going on in your business with the big awareness days/seasonal events. That gives you a timely news hook. Not got anything going on? Think laterally – what topical issues could you comment on this month? You might want to choose an overarching theme for all your communications for the month inspired by something happening in your business or an external event/season
* **Row four** is where you list any PR activity you plan on doing. Perhaps choose a title you want to be in and a PR tool (guest blog post, press release, pitch etc) and the angle you’re going to take.
* **Row five** list what blog topics you will run linked to your overarching theme or events (assuming you have one)
* **Row six** list your newsletter topics and dates you will issue them tied to your overarching theme (assuming you have one)
* **Row seven:** any other communications you do e.g. webinars, podcasts, regular videos, social media etc.
* Add in additional rows for any other communications you do e.g. webinars, podcasts, regular videos, social media etc.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Month 1** | **Month 2** | **Month 3** | **Month 4** |
| **Major Days or seasonal hooks**  |  |  |  |   |
| **Things happening in your business**  |  |  |  |  |
| **What angles could you take to tie the two together OR overarching theme could you use** |  |  |  |  |
| **PR activity – which outlet, which tool** |  |  |  |  |
| **Blog topics** |  |  |  |  |
| **Newsletter topics** |  |  |  |  |
| **Social or other** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Month 5** | **Month 6** | **Month 7** | **Month 8** |
| **Major Days or seasonal hooks**  |  |  |  |   |
| **Things happening in your business**  |  |  |  |  |
| **What angles could you take to tie the two together OR overarching theme could you use** |  |  |  |  |
| **PR activity – which outlet, which tool** |  |  |  |  |
| **Blog topics**  |  |  |  |  |
| **Newsletter topics** |  |  |  |  |
| **Social or other** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Month 9** | **Month 10** | **Month 11** | **Month 12** |
| **Major Days or seasonal hooks**  |  |  |  |   |
| **Things happening in your business**  |  |  |  |  |
| **What angles could you take to tie the two together OR overarching theme could you use** |  |  |  |  |
| **PR activity – which outlet, which tool** |  |  |  |  |
| **Blog topics**  |  |  |  |  |
| **Newsletter topics** |  |  |  |  |
| **Social or other** |  |  |  |  |

**OPTIONAL**

**Weekly Action Plan**

*If you like to plan out every moment of your promo time, you might want to use a weekly action plan like this. Plot out your major or recurring social media initiatives. Sample copy has been included. Delete and replace with your own.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
| Media Monday on FB | Newsletter  | Open hour on FB | PR actions | Blog post |  |  |
| Ad hoc press opportunity searches/responses |
| Twitter, FB, LinkedIn updates 3 x 30 mins slots daily |