

TEMPLATE

# Annual Communications Plan



## About this template

Developing the annual communications plan is **integral to a company's strategic planning process**. It helps you identify messages you need to communicate, to whom you need to communicate them, and what channels to use while doing so.

It is especially useful in times of crisis, when launching a new product or starting a new campaign - to name a few instances.

That said, developing a communications plan doesn't have to be a dreaded, time-consuming experience. With the right guidance, it can be a smooth experience that leaves you prepared for any (un)expected situation.

That's why we've created this **easy-to-follow-and-fill-out** template - to make your day-to-day business activities that much easier.



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## 01 Executive summary

The executive summary is a brief overview of your annual communications plan. Its goal is to sum up all the important points so they're viewable and understandable at a glance.

Not everyone from your company will need to read the complete document (and executives may not have the time to do so), so it's important to list all the key things that will pertain to the year ahead. Most commonly, these include:

- Important dates, anniversaries, and milestones
- Projects and initiatives
- Mission and vision statements
- Main objectives and organizational goals

Please note that executive summary needs to be written last - after the communications plan is complete.



## 02 About your company

### Company overview

What does your organization do? When was it founded? Where are you located? Any mergers or acquisitions?



## Mission

## Vision

## Organisational goals

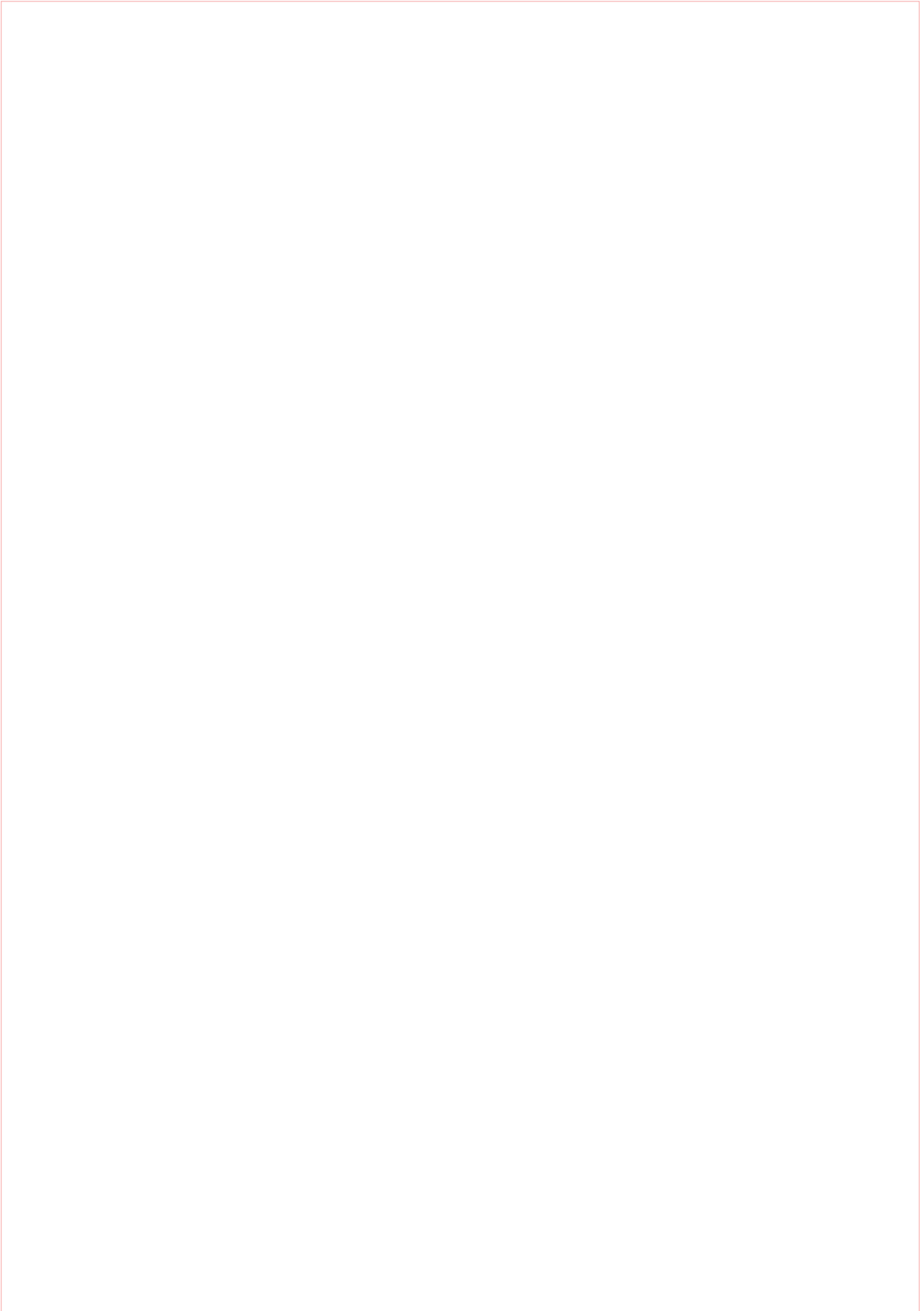
Organizational goals stem from the organization's mission. They indicate the general direction in which the organization aims to progress.

What are your organizational goals? How do they relate to your organization's mission? Do they reflect the desired direction your organization wishes to go in? What difference will achieving these goals make?



## Products and services

What products and services does your company offer? What value do they provide for your customers?



## PESO model

The PESO model is an integrated strategic communications model that is comprised of paid, earned, shared, and owned media.

What forms of media does your organization use? How are these outlets beneficial to your organization? Are there media outlets that could be used more effectively? How could you combine various forms of media most effectively in regards to your goals?



**Paid media**

e.g. social media ads, boosted content, sponsored content, lead generation, paid publishing...

**Earned media**

e.g. media relations, influencer relations, word-of-mouth, link building, blogger relations...

**Shared media**

e.g. comments, reviews, social media posts...

**Owned media**

e.g. your own social media accounts, website, blog, videos, webinars, podcasts...



## Communications team

How is your communications team structured? Who is a part of your communications team? What is their job title? What are their responsibilities?

Name	Job Title	Responsibilities



## Communications budget

What is your budget for communications efforts this year? How and where do you plan to spend the budget? Provide a link to a budget spreadsheet if you have one.

## 03 Market analysis

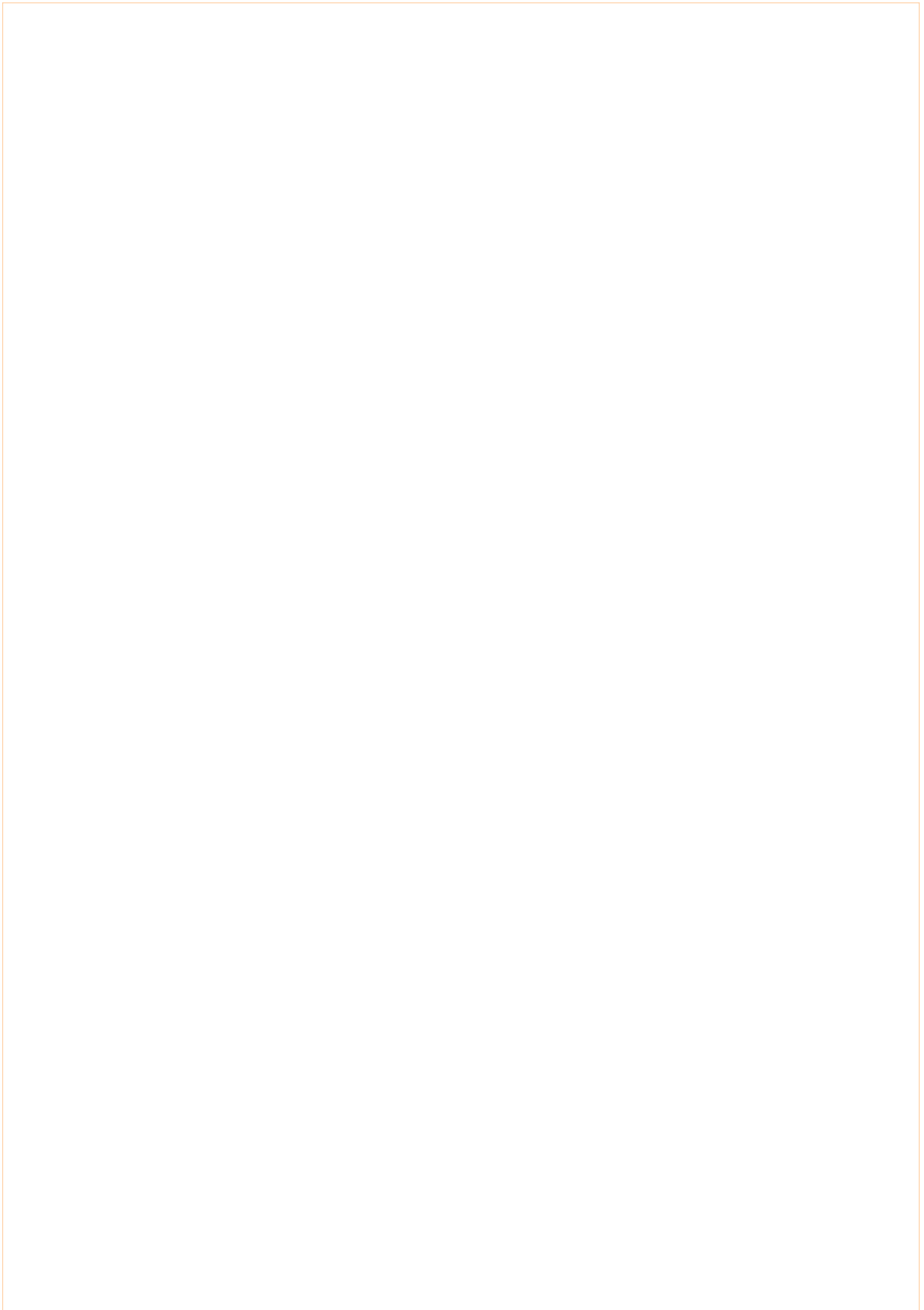
### Industry overview

What are current industry trends? Are there any changes happening? Could there be any new opportunities or potential threats for your organization?



## Positioning

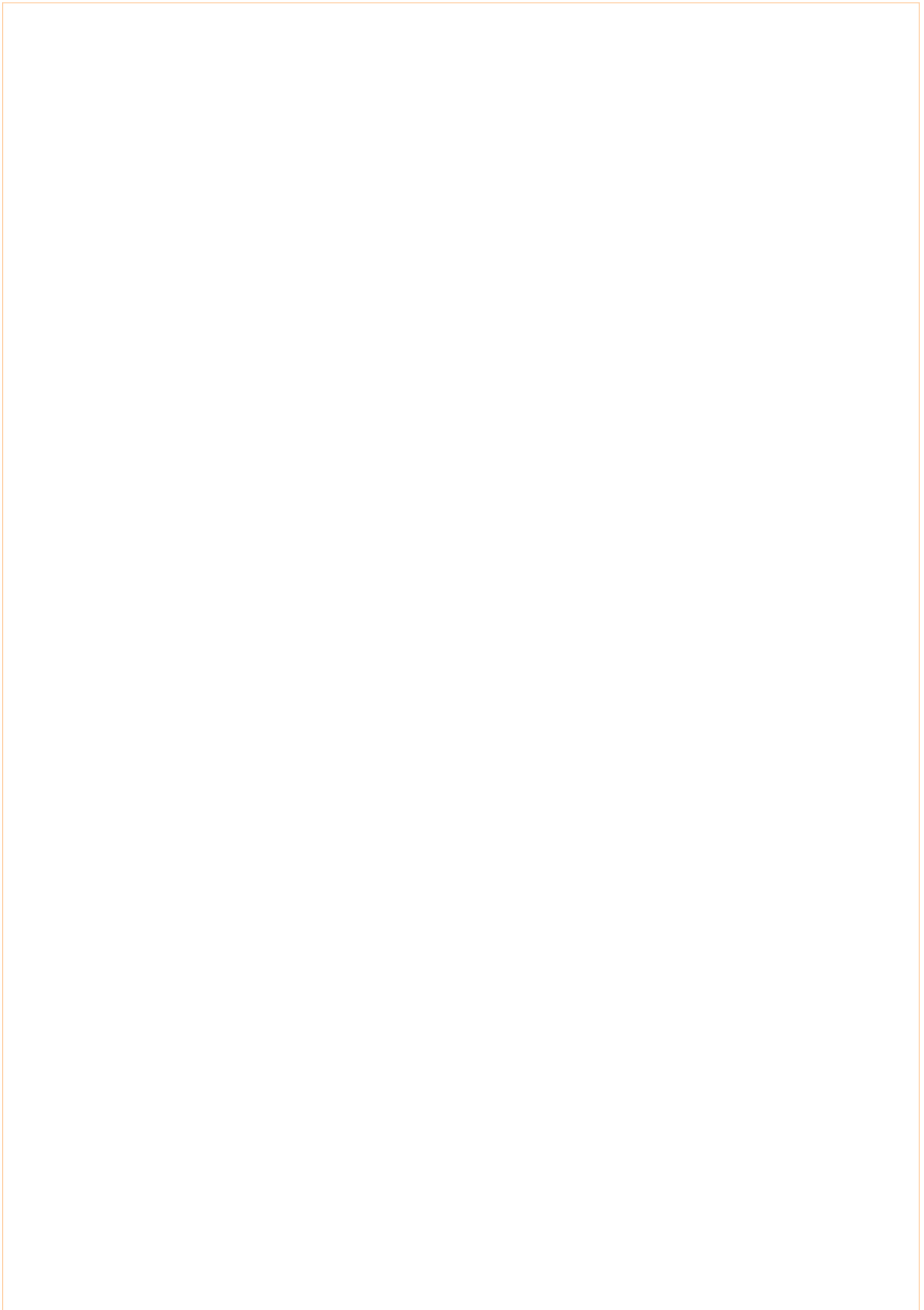
What is your organization's place in the market? Where do you stand out? What separates you from the competition? What metrics do you use to compare yourself to your competitors? Are you benchmarking on a local, national, or international level? Is there industry benchmarking data available?





## Unique selling proposition (USP)

What is unique about your organization, product, or service? How do you differentiate from your competitors?



## Competitor analysis

Who are your direct competitors? Do you have any indirect competitors? What is their main focus and how does it affect your own business? What are their strengths and weaknesses?

<b>Direct Competitors</b>	<b>Brief info (link to website, etc.)</b>


<b>Indirect Competitors</b>	<b>Brief info (link to website, etc.)</b>


## 04 Audience insights

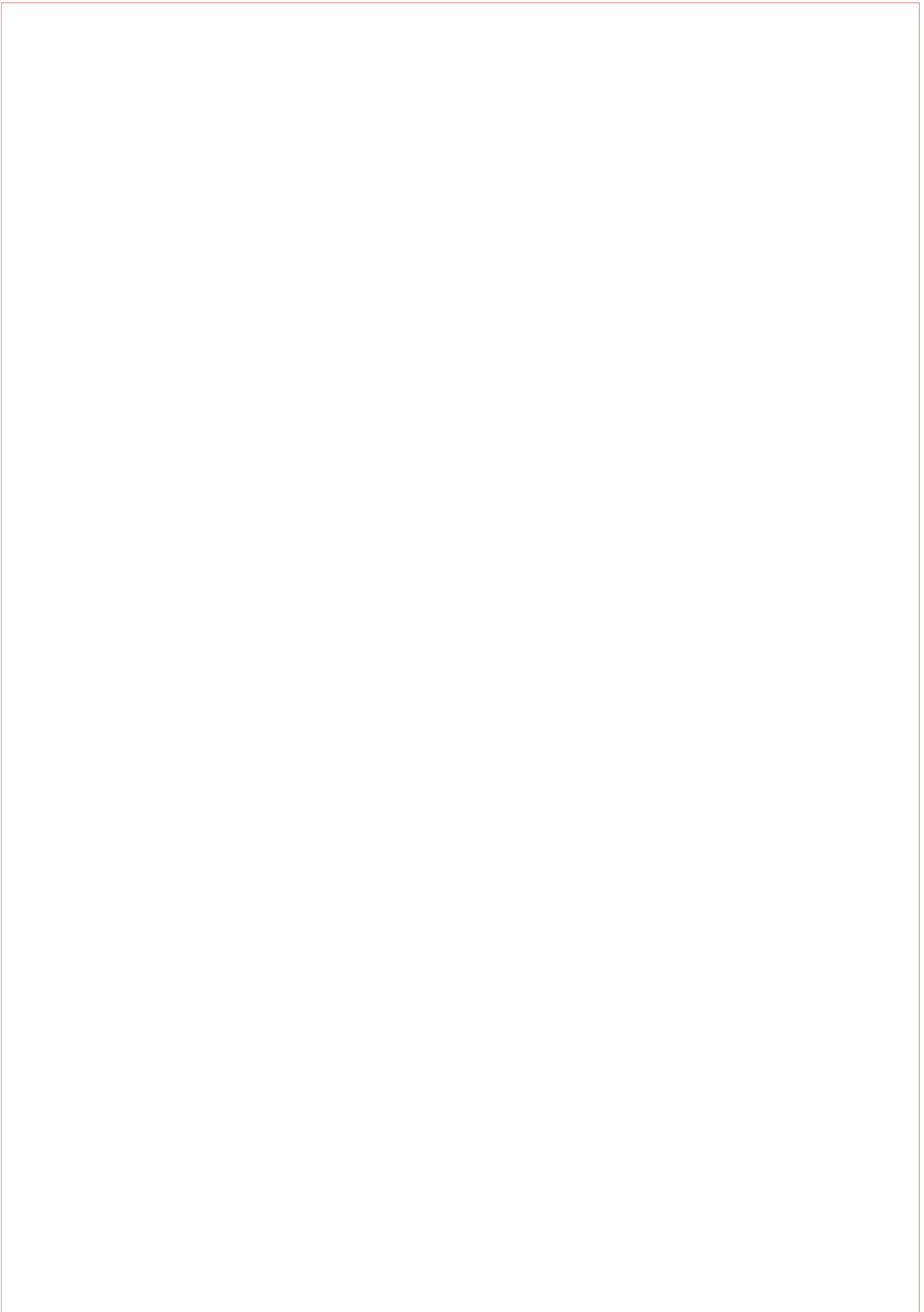
### Audience demographics

What is the demographic data of your target audience in regards to their: age, gender, location, education level, social status, politics, interests, ..?



If you're struggling to define your demographics, an easy way to do it is through media monitoring - try [Determ's Demographics report](#) and discover your audience's gender analytics through relevant online mentions.

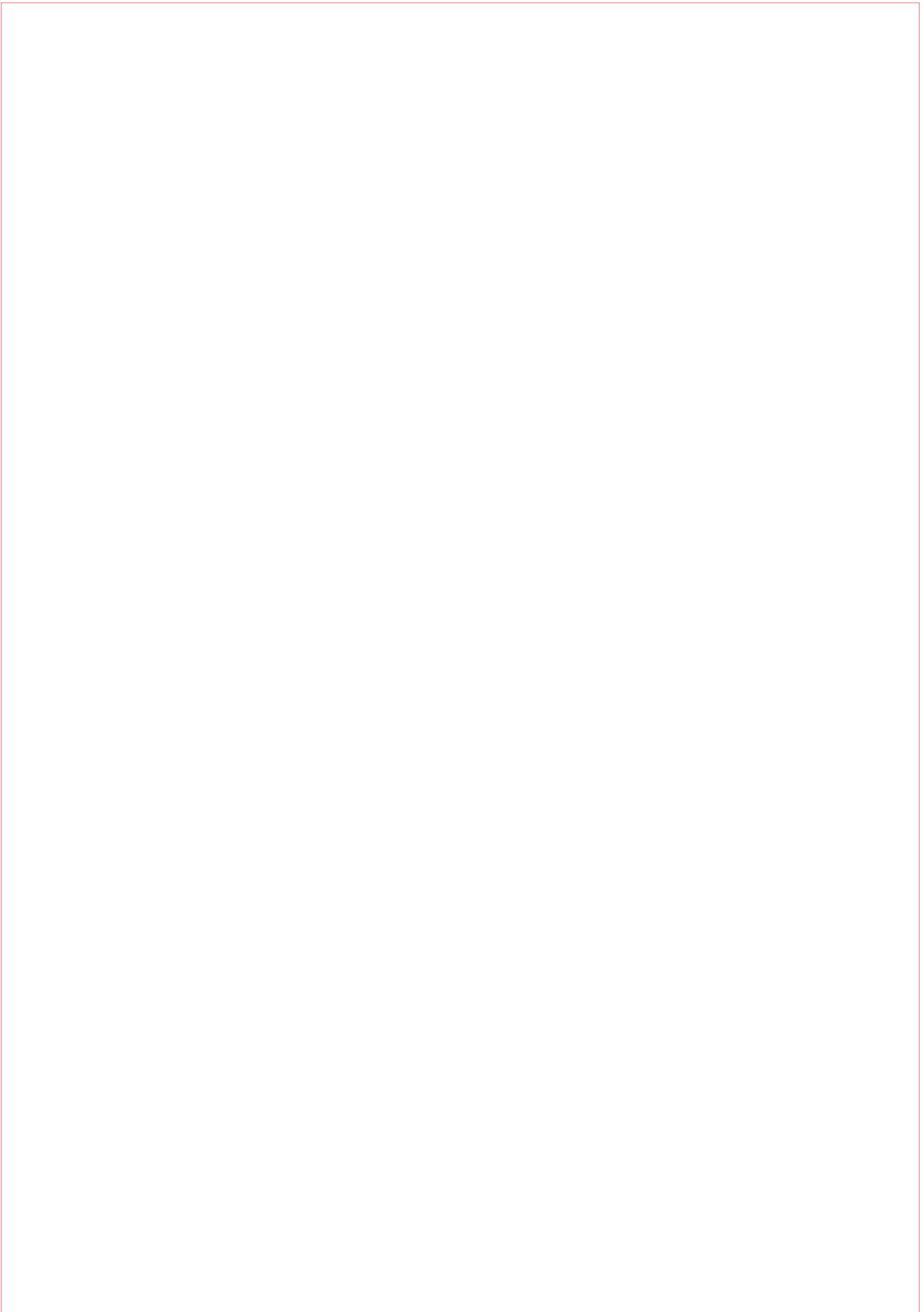




## Personas

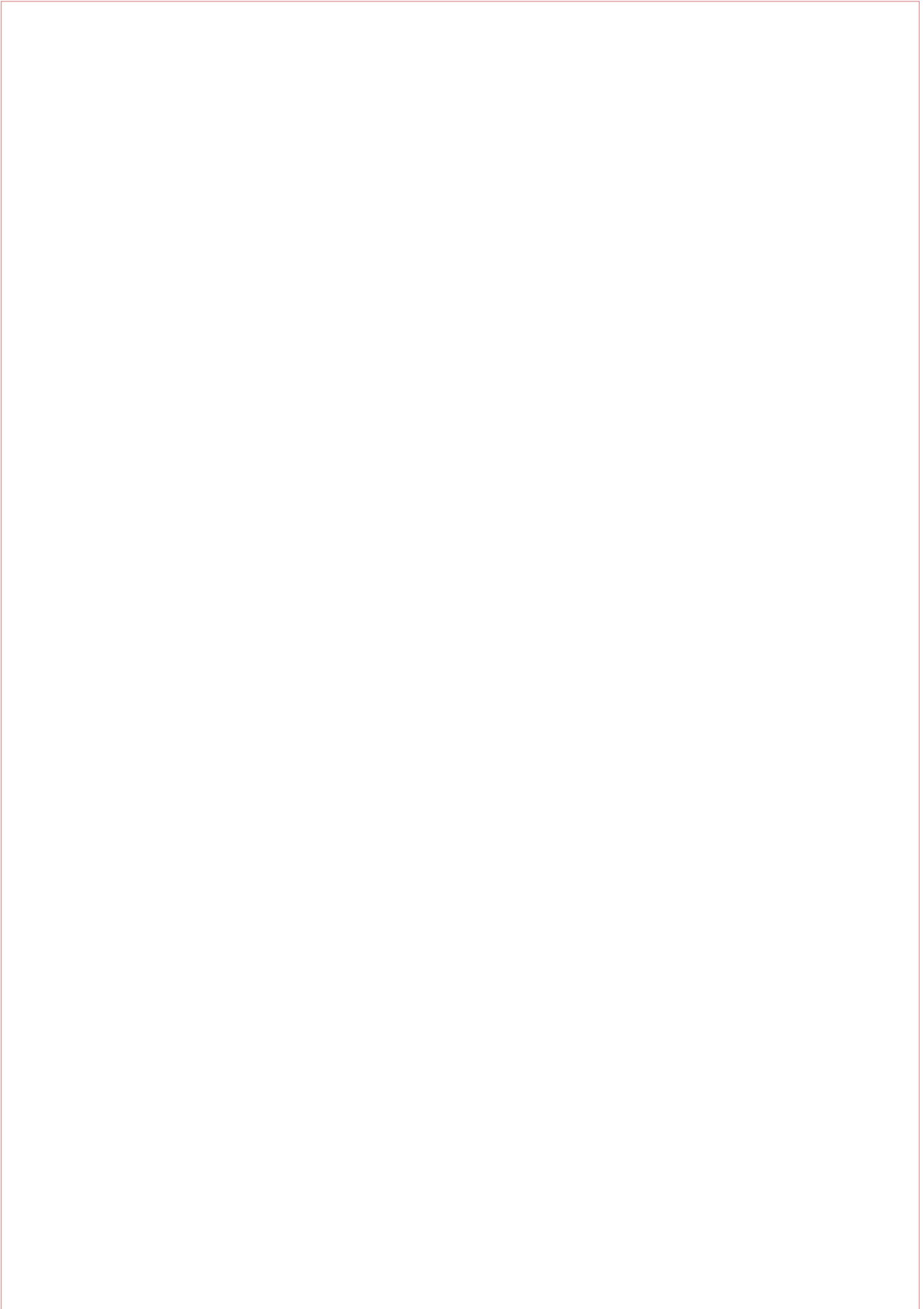
Do you have defined customer personas? What challenges are they facing and how can we resolve them? How can we engage with our personas?





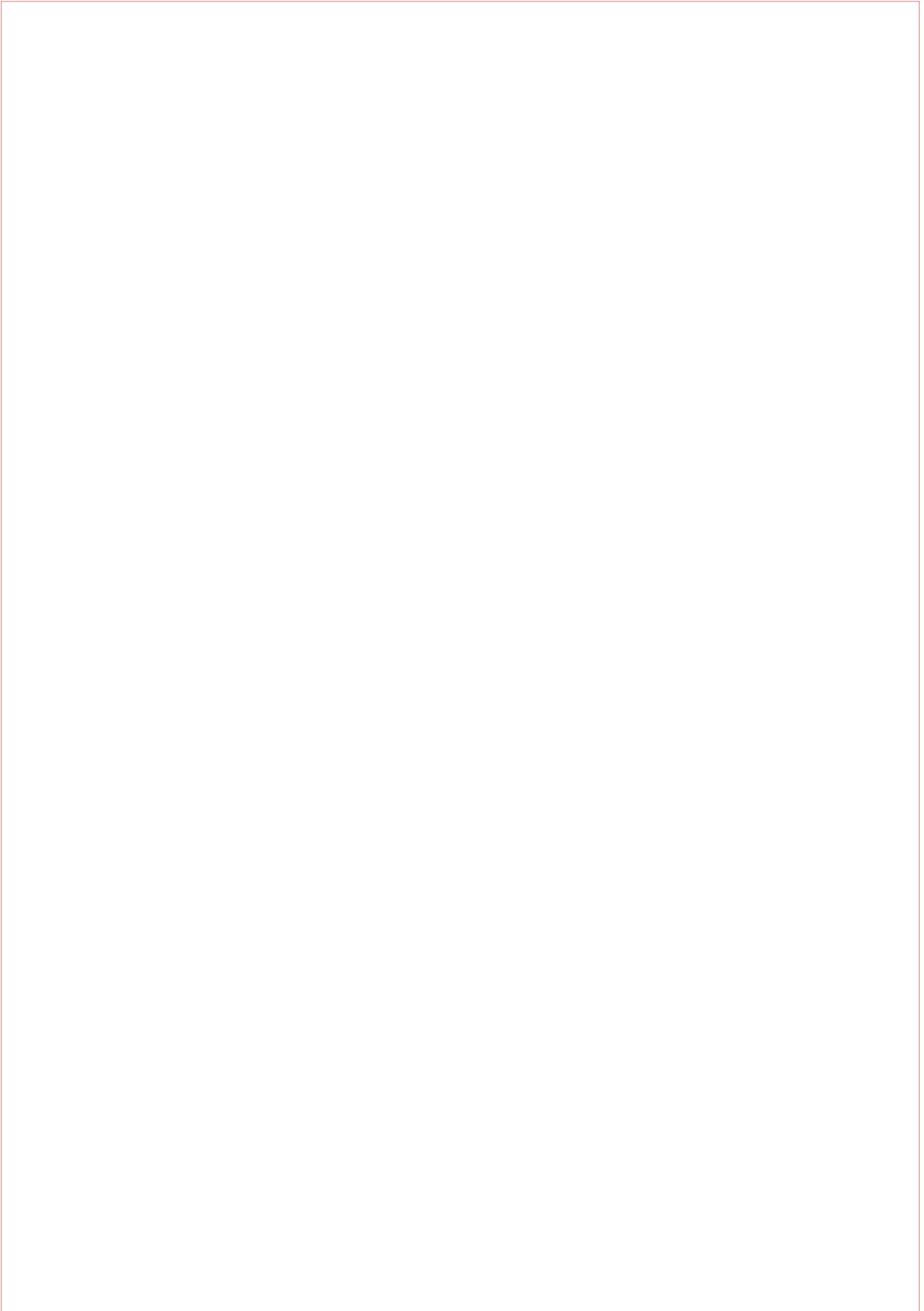
## Key current clients

What existing relationships do you have with your current clients? Which relationships do you need to focus on the most? How can you expand these relationships?



## Key target clients

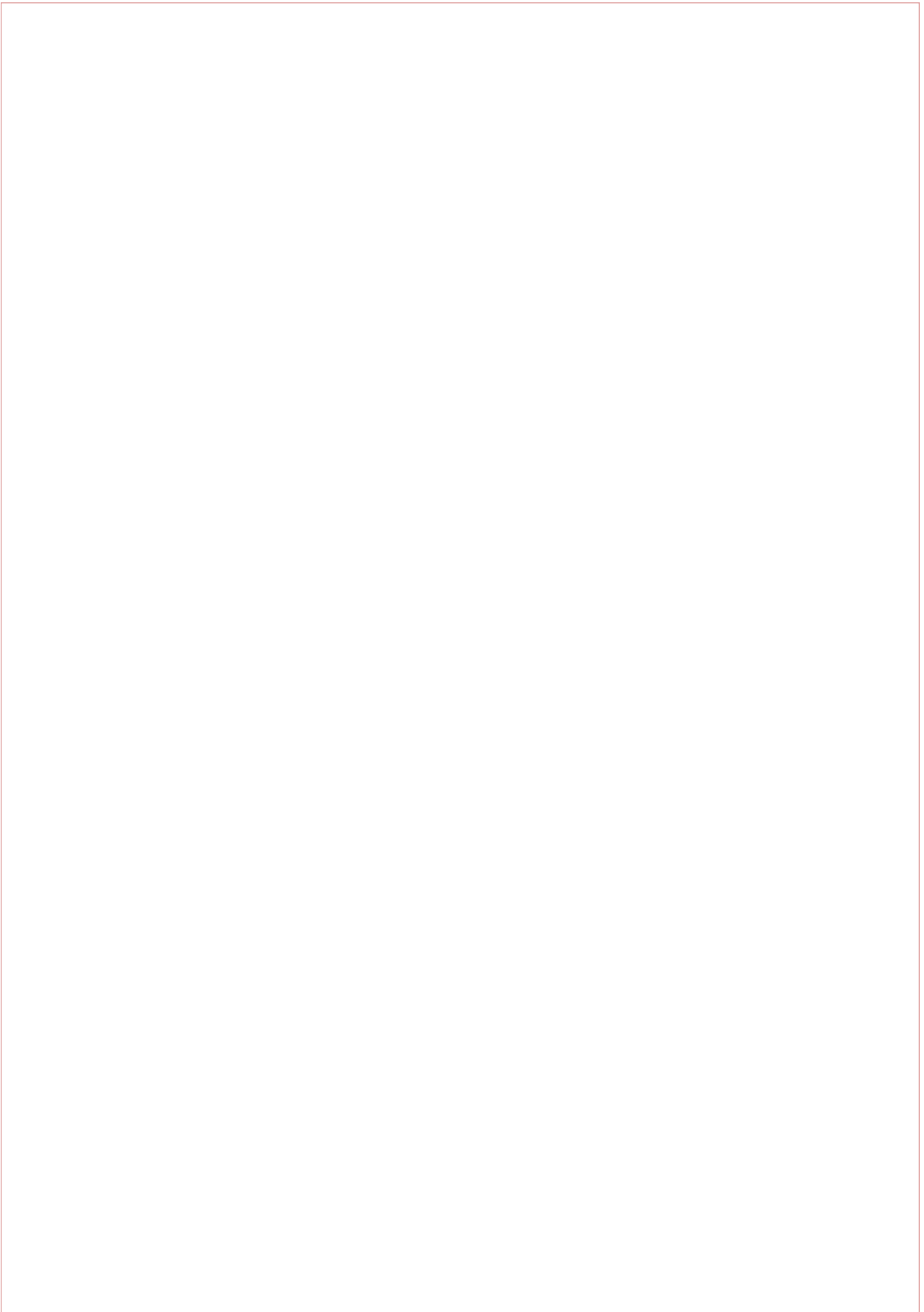
What are the key people or organizations that are relevant to your goals? How can you find, reach, and engage with them?





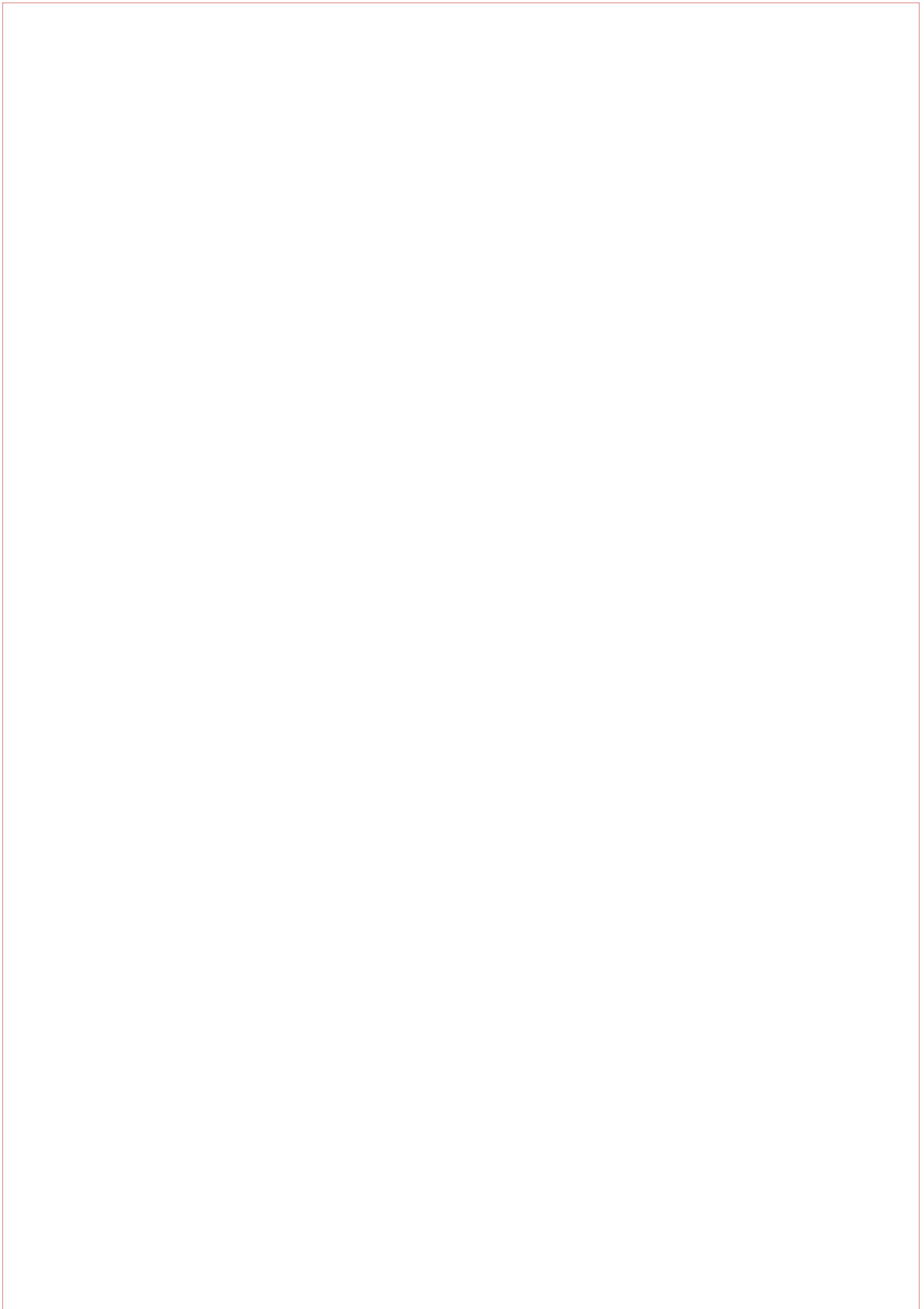
## Key messages

What are the key messages we want to communicate to our target audience? How do the messages differ for specific audience segments? Do these key messages resonate with our organization and the value it provides?



## Channels

What media do your audiences and target customers use? Which channels could you use to engage with them? What channels have been successful for you in the past? Are there any new channels you could use to connect further?



## 05 Strategic framework

In this section, you should list all your objectives and key results in priority order. Define what should or must be accomplished this year and how can communications help you achieve your goals. All your objectives should be precisely measurable, so you can evaluate their true impact.

## Definitions and Examples

### Objectives and key results

OKRs are a strategic framework designed to guide an organization towards its goals and targets.

- Questions you need to answer:

What communications objectives can best reflect and help accomplish your organizational goals? For each of your objectives, what activities do you need to undertake to reach the goal?

- An OKR example:

Become an authority in my field.

### Key performance indicators

KPIs present a performance measurement and help track each objective's performance. It is desirable that your KPIs link to strategic objectives, direct where to focus resources, and can be measured against targets.

- Questions you need to answer:

What metrics will you use to measure the accomplishment of your objectives and key results? How will you measure success for each activity?

- KPIs example for the above OKR:

Increasing brand awareness by 30%, hosting a Top 5 podcast in your industry, and giving 5 interviews in relevant TV, radio, or online shows.

### Tactics

- Questions you need to answer:

What do you have to do in order to achieve each KPI you define? What past tactics have proven successful? Can you make them even more effective?

**OKR**

**KPIs**

**Tactics**

**OKR**

**KPIs**

**Tactics**



**OKR**

**KPIs**

**Tactics**

**OKR**

**KPIs**

**Tactics**

**OKR**

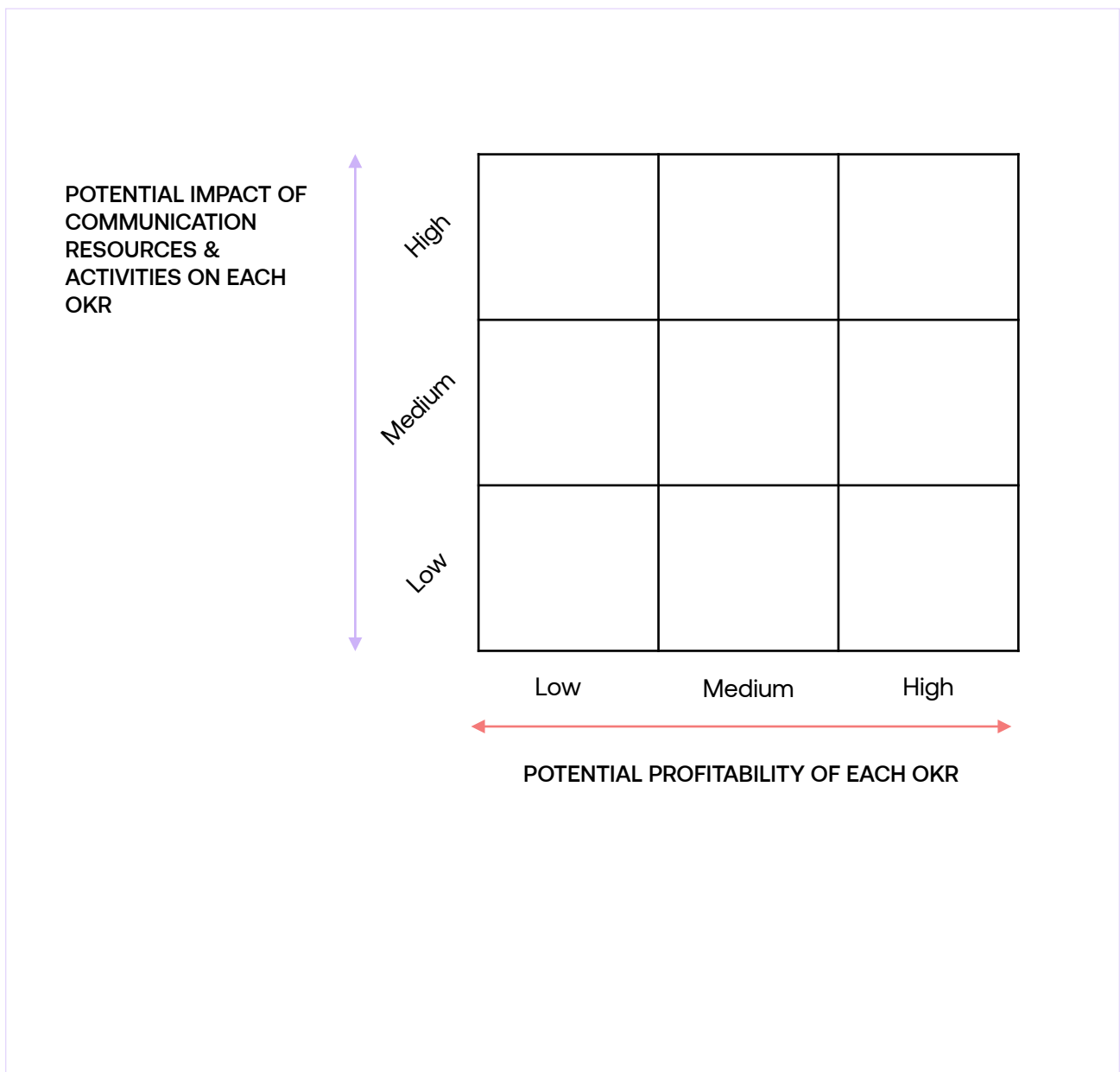
**KPIs**

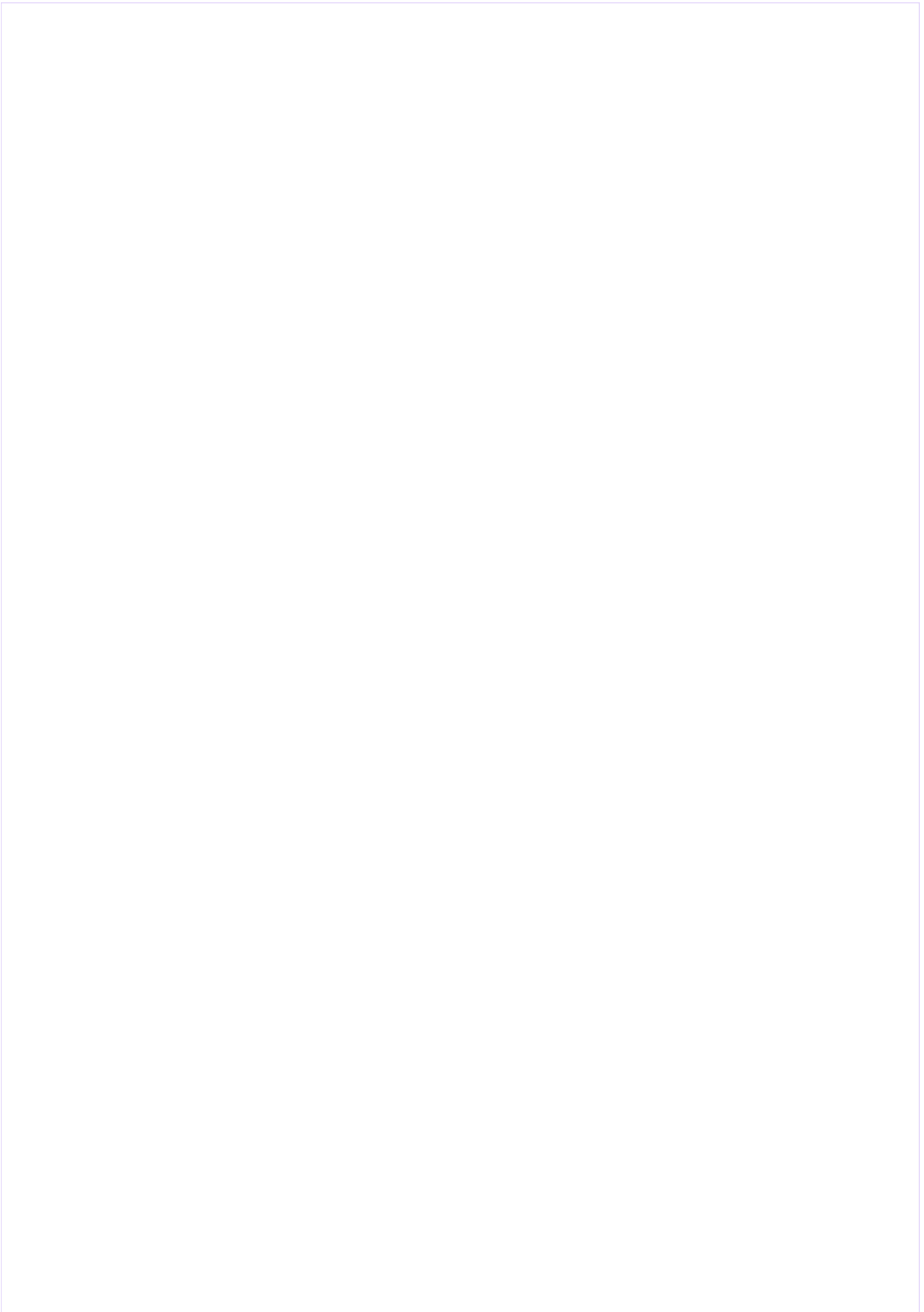
**Tactics**

## Potential impact matrix

Potential impact matrix helps identify **which objectives could impact your organizational goals most** by identifying which objectives are the most profitable and which best benefit from your communication efforts.

**TIP:** You can start by listing all the potential objectives and placing them on the horizontal axis according to the level of their financial impact. Then, do the same for your communications along the vertical axis. Once you have a clear picture of the most high-impact combination, you can easily decide which communications activities are the most important.





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