

## Communications Strategy Plan – The Blueprint to Your Success.

The power of strategically driven creative and strong brand identity comes from an in-depth understanding of your businesses and objectives. This way, we can create powerful brand messages and identities that command attention, change perceptions, alter behavior, and meet or exceed your short and long-term goals.

### The first step is the most important.

This simple, yet effective, work plan enables us to zero-in on the key areas that help to define the best strategic approach for your marketing communications needs. With our guidance and additional input, you answer the seven questions listed below. Once answered, we partner with you to develop the building blocks that create strategies that build a brand and affect change.

### Seven steps to a powerful idea

The following outlines the series of questions that we use to develop the Communications Strategy Plan:

1. **Marketing Environment** – what are the current market trends, share of market, share of voice, who is our competition and what factors affect our client's business?
2. **Marketing Objective** – what needs to be accomplished and what behavior or attitude change is desired?
3. **Target Audience** – who is the communication directed to and what are their attitudes/perceptions, demographic and psycho-graphic profiles?
4. **Key Fact** – what is the major rational and/or emotional problem/obstacle the communication must overcome?
5. **Promise** – what is the most important rational and emotional benefit the communication promises the target audience?
6. **Support** – what are the reasons to believe that the communication can deliver the rational and emotional benefits?
7. **Net Impression** – what is the one lasting impression the communication should leave with the target consumer?

Once the Communications Strategy Plan is complete and agreed upon, all marketing and creative strategies are developed from this document. In essence, this becomes the blueprint for all marketing communications activity, and most importantly, the brand.

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