

Plan Outline

Clarifying goals, determining strategies and tactics, and creating a plan of action will ensure you stay on track to achieve results. Here's a basic outline you can use to help you keep focused, answer the important questions, and make the most out of the process.

- **Goals & Objectives**
What are you trying to accomplish and why does it matter?
- **Available Resources**
How much can you invest in time, budget, capacity, etc.?
- **Audience and Marketplace**
Who do you need to reach and how can you most effectively do it? What does your marketplace offer? Who are your competitors and peers? What best practices can you follow?
- **Strategic Statement**
Turn your goals into a strategic statement. Who + What + How. Who do you want to persuade, what do you want them to do, and how will you get them to do it? What can you do, say, or prove to inspire them to change their behaviors? Formula = To get (who) to do (what) by (how).
- **Channels**
What are the opportunities for your communications (existing, new, non-traditional)?
- **Content Sources**
What opportunities do you have for content from internal or external sources? Who/what's relevant? Consider video, images, infographics, articles, blogs, guest articles, research, reports from other organizations, news, trends, stories, history, events, milestones, etc. What can you use?
- **Calendar**
Organize and track your planned efforts within a marketing calendar.
- **Measurement**
Determine what and how to measure. What are the incremental and big picture milestones you can influence and track?