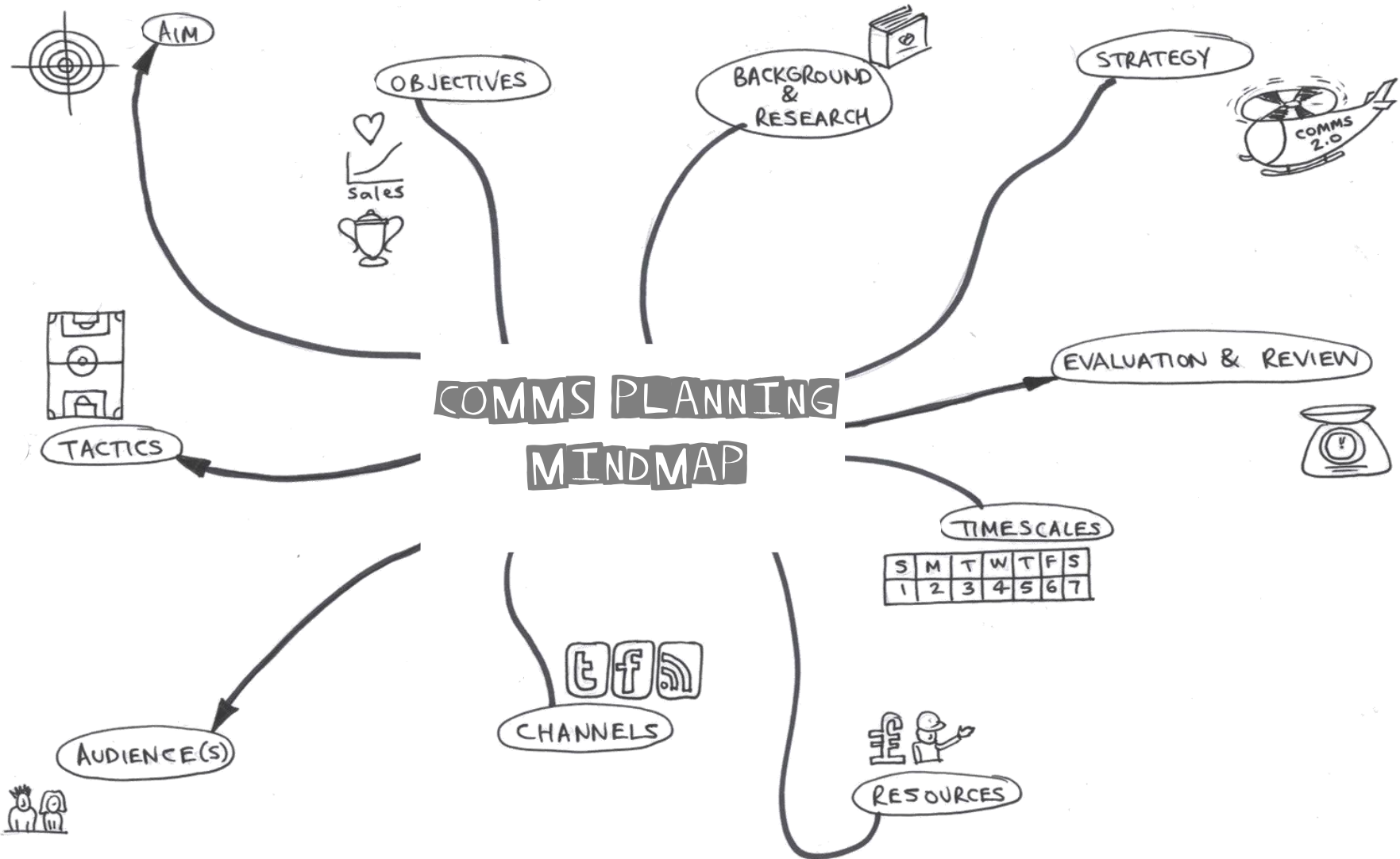


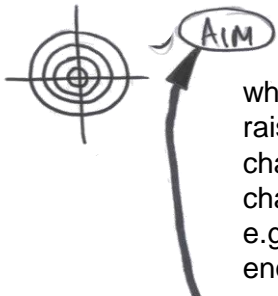
# COMMUNICATIONS PLANNING PACK

This **pack** has been designed to help you to create an action orientated comms plan using the popular mind mapping technique ...

1. on each page, using the topic at the centre of the page as your guide ... **jot down ideas that come to mind**, drawing a branch from the main topic for each idea or thought. keep it to as few words as possible.
2. **begin further branching** ... extend these initial thoughts and ideas to the next level (if you write 'young people' on your 'audiences' page, try to further segment this large group by drawing a second branch off the original one '16-21 yr olds' for example).
3. **repeat branching** until all your ideas appear on the map.
4. try to **number and group branches** together that are connected.
5. carefully **study the connections that you have made between your thoughts and ideas** .
6. then connect and **refine your ideas** ... to create your outline plan.



**AIM**



what is the overall goal?

raise awareness?

change opinion?

change behaviour?

e.g. aim: to increase public use of website for resolution of routine enquiries

# OBJECTIVES



- **specific**—what why who
- **measurable**— what % improvement, how many, how much
- **achievable**—what time frame, what resources
- **realistic**— market conditions. other business priorities
- **time-bound**—timeframe set out, key milestones



BACKGROUND  
&  
RESEARCH

set out the facts that support the need for the new activity/focus

e.g. 30% of customer service enquiries could be resolved without the need to speak to a customer service advisor

40% of current customer service call waiting times are outside the accepted corporate standard of 3 minutes

Only 7% of customer service enquiries are currently managed through the website

**BACKGROUND**

# STRATEGY



take the helicopter approach  
what's the overall strategy? keep it simple and at a headline level..  
e.g. "to encourage more customers to access customer service assistance via the website, thereby reducing number of calls to the customer service team, improving the service received by customers needing more in depth support."

simply the 'how & the what'



TACTICS



**TACTICS**

simply the who

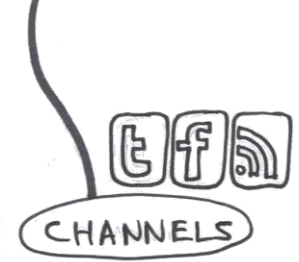


AUDIENCE(S)

**AUDIENCES**



simply the where



**CHANNELS**

TIMESCALES

S	M	T	W	T	F	S
1	2	3	4	5	6	7

# TIMESCALES

- the when?
- over what period?
- phases?
- key milestones?

money, people, suppliers ... what/who needs to be pulled in



RESOURCES

**RESOURCES**

# EVALUATION

EVALUATION & REVIEW



what do you need to track to show your plan achieved its aims and objectives?  
what key statistics will you need? consider both qualitative and quantitative measures.  
when will you evaluate performance and impact?