

RGS

BUSINESS SOLUTIONS

Shattering the everyday perceptions about Marketing

AN INTRODUCTION TO A SIMPLE COMMUNICATION PLAN

HOW CAN THIS PRESENTATION HELP?

Not everyone works for a big company... but you still need to have a plan about how you want to achieve success. There are plenty of plans out there... and maybe ours will become one of your favorite templates.

If you get overwhelmed – give us a call. We'll help walk you through the basics and give you a little assistance. Use this overview with our Marketing Communication Plan Outline.

You can even use this format, if you happen to be asked to make a presentation on the type of initiatives that should be in the communication plan. Feel free to customize.

WHAT IS A COMMUNICATION PLAN?

Ideally, a good communication plan should be the roadmap that you will use to promote the products and services of your company into your market, the industry, clients and prospects in an assortment of ways and initiatives.

It defines the roadmap –the strategy, steps, channels, tasks and milestones that will be used in communicating the message(s), and should be written in such a way that any person could pick it up, read about your company, and learn about your market, about your products, your history, and so on. It is not supposed to be mysterious.

WHAT IS A COMMUNICATION PLAN?

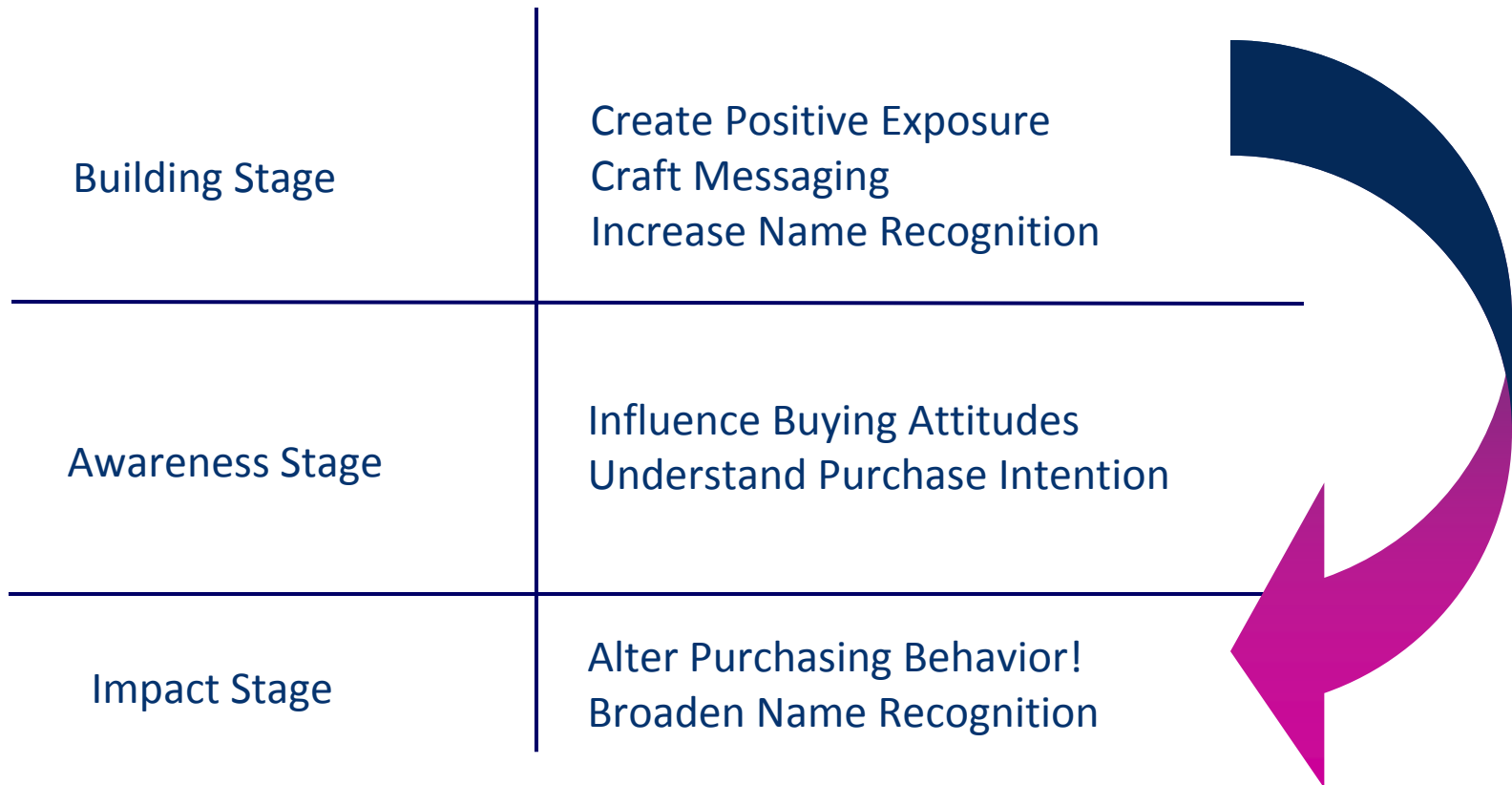
The Rules of Marketing and PR have changed with the introduction of Social and New Medias. Many businesses are challenged and uncertain how to successfully integrate traditional and new medias to get the most cost-effective marketing.

Don't chain yourself to thinking that effective marketing is too costly, 'too challenging' or insurmountable. It's not. The key is knowing how to do more with less, how to integrate and leverage traditional with new medias, and understanding where you should spend your time and money to get results you want.

WHAT ARE THE OBJECTIVES OF COMMUNICATION PLANS

- Internally – it defines market proposition and selling idea, to
 - Executives
 - Sales
 - Employees
 - Market
- Externally – it should strengthen perception with
 - Customers
 - Partners, Alliances
 - Consultants, Analysts & Press
 - Industry

COMMUNICATION STAGES



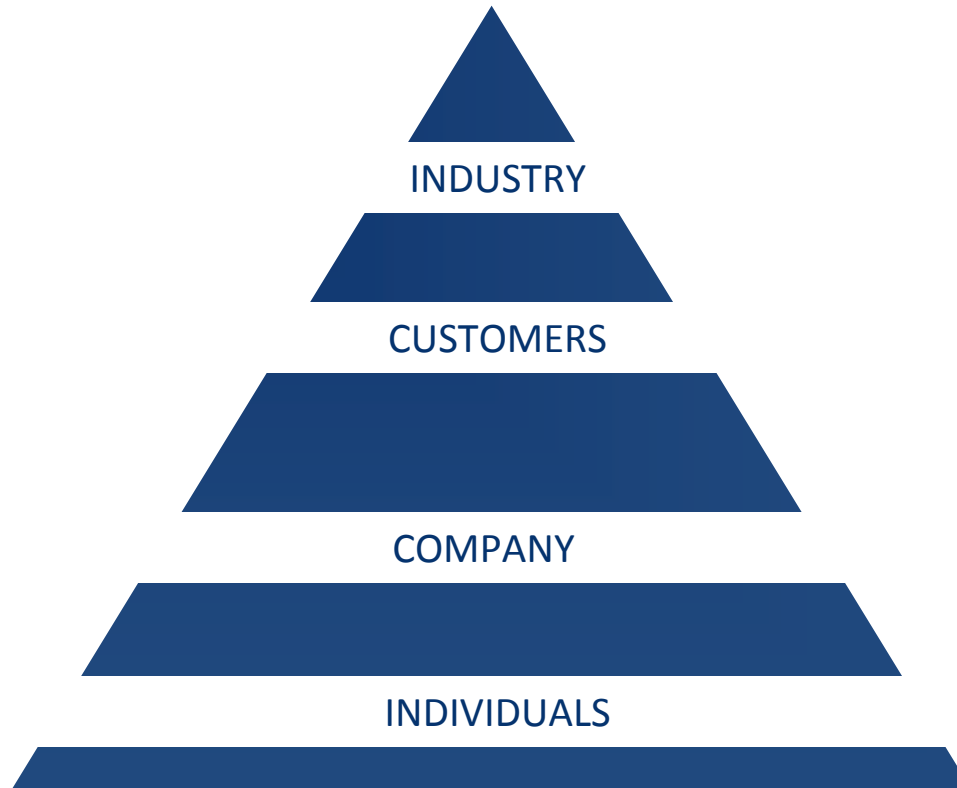
WHAT YOU NEED TO SUCCEED

- Executive Buy-in & Push
 - Need Executive staff to fully buy into strategy & plan
 - Need Executive staff to disseminate strategy & plan into their respective organizations
- Budget Allocation
 - The budget will determine how quickly and what level of implementation can be accomplished

WHAT YOU NEED TO SUCCEED

- Collaboration
 - All organizations need to participate in development and implementation of a communications plan.
Your Planning Meeting should include:
 - Engineering
 - Product Marketing
 - Marketing/MarCom
 - Sales
 - Service
 - Executive Advocate/Sponsor

BUILD OUT AND BUILD IN



KEY PLAYERS NEEDED FOR DISSEMINATION

- Executives
- PR
- Tradeshow
- MarCom
- Investor Relations
- Web
- Sales/ Sales Marketing
- Advertising
- Marketing
- Solutions
- Product Marketing
- Engineering

CHANNELS OF COMMUNICATION

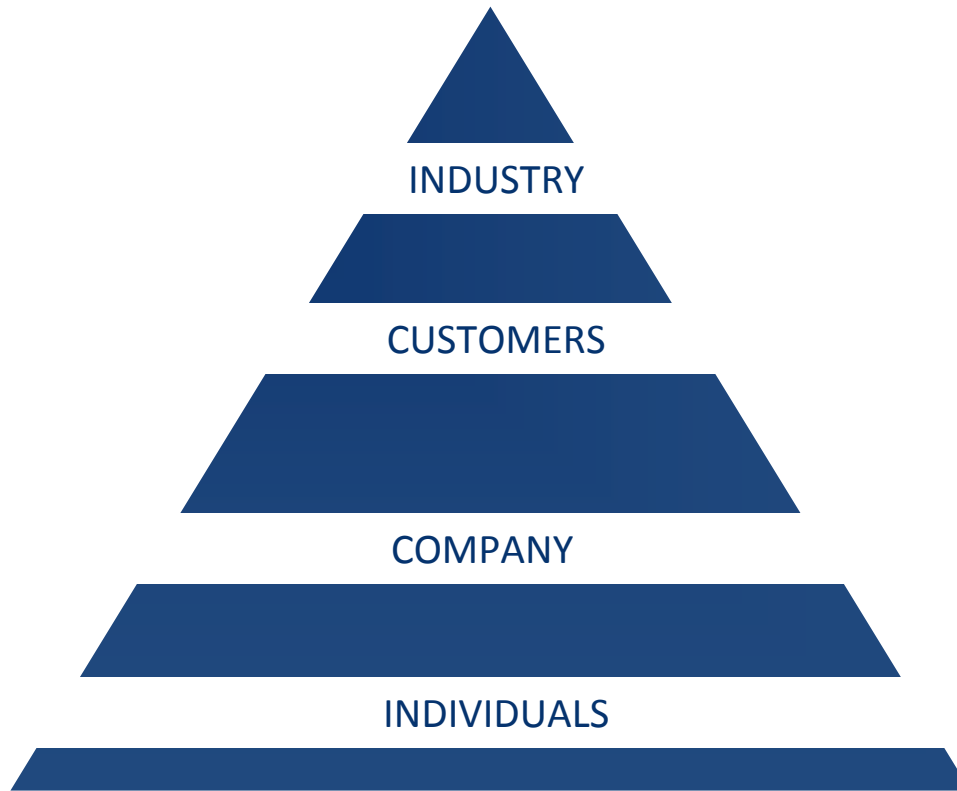
- Sales Notes/Meetings
- Advertising
- Intra/Internet
- Tradeshows
- Employee Communications
- Seminars/Summits
- Executive Briefings
- Direct Marketing
- Customer Initiatives
- Analysts/Consultants
- Work shops
- Media Tours
- Testimonials

ESSENTIAL AWARENESS BUILDING

Remember these three essentials in your communication plan

- How will you build *Industry* Awareness
- How will you build *Customer* Awareness
- How will you build *Employee* Awareness

COMMUNICATIONS PLAN 123



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THE ROLE BUDGETS PLAY IN YOUR PLAN

Myth: *Unless you have a big budget you can't have a good marketing plan that achieves objectives.*

Fact: Is it easier with a robust budget – you bet! But I haven't seen one of those in a long time – and neither have my clients – so we had to do more, with less.

With the advent of the new medias, social networking, open access and search capabilities, your potential is only as limited as you make it.

1 2 3 LEVEL COMMUNICATIONS PLAN

We've divided the Plans into 3 levels -

Level 1 Communications is the most comprehensive of the 3. In order to make a solid impact – it involves multiple channels –a broad sweep, and done concurrently to generate the most 'noise'.

BUILDING INTERNAL AWARENESS

- Executive Level Briefings
- Employee communications – Incentive programs
- Sales Briefings
- Prominently and consistently brand company on all internal and external materials
- Newsletter/Bulletin Board/Blogs
- Presentations/updates at annual and quarterly meetings
- Dedicated Intranet site
- Town-Hall Meetings



NEXT BUILD CUSTOMER AWARENESS

- Executive-Hosted Customer Breakfasts
- Executive-Hosted Customer meetings
- Direct Marketing
- Existing Customer Visit programs
- Customized seminars (per customer)
- Community Outreach



AND THEN, INDUSTRY AWARENESS

- Roadshow and Speaking Opportunities
- Advertising
- Tradeshows and Seminars
- Industry Events
- Industry Councils
- White Papers
- Articles



LEVEL 2 COMMUNICATIONS PLAN

Communications is a scaled down version of Level 1. Its focus is on maximizing opportunities and channels. The following recommendations should be planned to be synchronized to work together – each reinforcing the messaging.

INCREASE INTERNAL AWARENESS

- Executive Level Briefings
- Town-Hall Meetings
- New employee orientations
- Employee communication channels (email, newsletter, etc.)
- New product/service orientation
- Presentations/updates at sales QBR
- Dedicated Intranet Web site
- Exploit Social Medias



INCREASE CUSTOMER AWARENESS

- Executive-Hosted Customer meetings
- Direct Marketing
- Existing Customer Visit programs
- Customized seminars (per customer)
- Community Outreach
- Social Networking
- User Communities and Forums



AND THEN, INDUSTRY AWARENESS

- Twitter and other customer forums
- Advertising or Article Contributions to Trades
- Tradeshows and Seminars
- Industry Events
- Industry Councils
- White Papers
- Articles



LEVEL 3 COMMUNICATIONS PLAN

Level 3 Communications identifies what we feel are critical channels to get the message out, when budgets are ultra lean. Don't get discouraged. Try lots of things ... be innovative. These are just recommendations you might want to try.

INCREASE INTERNAL AWARENESS

- Executive Level Briefings
- On-going communication to employees
- Presentations/updates at sales annual and quarterly meetings
- Dedicated Intranet Web site



BUILD CUSTOMER AWARENESS

- Direct Marketing
- Customer Visit programs
- Regional seminars
- Community outreach



INCREASE INDUSTRY AWARENESS

- Speaking Opportunities
- Advertising
- Tradeshows
- White Papers, Articles



POSITIONING STRATEGY

The link between business and communications strategy

Business
Strategy

Positioning
Strategy

Communication
Strategy

Product Opportunities
Corporate Capabilities
Technology Edge
Economy

Identify Differentiation
Articulate Differentiation
How it meets Market
Needs
What is the Ability to
Deliver

Craft Key Messages
Articulate Edge
Audience Development
Channels to Use
Implementation Plan
Execution Timetable

HOW MANY LANGUAGES DO YOU SPEAK?

Use words that mean something to them, specifically

