# **PROJECT AND COMMUNICATION PLAN**

## **{Project Name}**

Author: {Name}

Prepared for: {Name and Department}

Status: {Draft / Final}

## **Brief summary of project**

{Three or four paragraphs that explain the purpose of the project and what it aims to achieve}

## **Relevant reference documents**

{Relevant documents such as reports or business plans that support what the project is trying to achieve}

## **Main audiences**

The key people we need to reach are

**Internal**

**External**

## **Objectives**

{Key objectives of the campaign, break into phases if required}

## **The Marketing Mix Matrix – What we are promoting**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Product** | **Promotion** | **Price** | **Place** |
| **Solution** | How does the product help meet the need or solve a problem | How does the message  help solve the  problem | What is the value  of the price tag  for the customer | Where is the  solution to be  found |
| **Information** | What does the  product say about  itself | What is the  (official) word of  mouth about the  company | What can the  customer learn  from the  product’s price | What does where  you get the  product say about  the product |
| **Value** | How do the  features lower  costs or increase  value | Is the message  raising the cost or worth of the  product | Is the product  worth it | Does  convenience or  exclusivity make  it worth more |
| **Access** | Can the consumer  find the solution  embedded in the  product | Who is telling the  customer how  and where to get  the product | What is it cost to reach the product | Can the customer  get the product  where they want  it |

Does it meet the customers’ needs? (**Product**)

Will they find it where they visit? (**Place**)

Will they consider it's priced favorably? **(Price)**

And will the marketing communications reach them? **(Promotion)**

**Product**

* What does the customer want from the product? What needs does it satisfy?
* What features does it have to meet these needs?
* Are there any features you've missed out?
* Are you including costly features that the customer won't actually use?
* How and where will the customer use it?
* What does it look like? How will customers experience it?
* What size(s), color(s), and so on, should it be?
* What is it to be called?
* How is it branded?
* How is it differentiated versus your competitors?
* What is the most it can cost to provide, and still be sold sufficiently profitably? (See also Price, below).

## **Key messages**

{Key messages linked to the audiences, break into phases if required}

## **Communication principles**

All of our communications should be

* Clear
* Concise
* Concrete
* Correct
* Coherent
* Complete
* Courteous

## **Situation analysis**

**Strengths**

* {Bullet point}

**Weaknesses**

* {Bullet point}

**Opportunities**

* {Bullet point}

**Threats and challenges**

* {Bullet point}

## **Phases and dates**

{How the campaign is going to be phased / links to project phases}

## **Delivery channels**

**Internal**

* {Channel name and brief description}

**External**

* {Channel name and brief description}

## **Stakeholders**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Stakeholder** | **What they need to know** | **Impact**  How much does the project impact them? | **Influence**  How much influence do they have over the project? | **Contribution**  How could the stakeholder contribute to the project? | **Block**  How could the stakeholder block the project? | **Communication channels** |
| {Stakeholder name} | {Key messages} | {High, Medium, Low} | {High, Medium, Low} |  |  | {Communication channels} |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Power and influence** | High None Some High |  | **Watch**  {Name of person of team} | **Keep satisfied**  {Name of person of team} | **Constant management**  {Name of person of team} |
| Some |  | **Keep onside**  {Name of person of team} | **Keep onside**  {Name of person of team} | **Keep onside**  {Name of person of team} |
| None |  | **Ignore**  {Name of person of team} | **Keep informed**  {Name of person of team} | **Keep informed**  {Name of person of team} |
|  |  |  | None Some High  **Interest** | | |

## **Risks**

|  |  |
| --- | --- |
| **Risk** | **Mitigation** |
| {Summary of risk} | {Summary of how the risk will be mitigated} |
|  |  |
|  |  |
|  |  |

## **Evaluation**

{How will the campaign be evaluated, what does success look like}

## **Reviewing the plan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **1st review date** | **Measure of success at first review** | **2nd review date** | **Measure of success at second review** | **End date** | **Measure of success at end date** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

## **Campaign activity planner**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **When** | **Audience** | **Activity** | **Responsible** | **Estimated cost** | **Measure of success** |
| {When is the activity going to take place} | {Who is activity aimed at} | {What is going to be done} | {Who is the person doing the work} | {How much is it going to cost} | {How is it going to be measured} |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## **Social media messaging**

|  |  |  |  |
| --- | --- | --- | --- |
| **When** | **Channel** | **Message** | **Responsible** |
| {When is the activity going to take place} | {Which channel is going to be used} | {What is the message} | {Who is the person doing the work} |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## **Appendix one – user research and evidence**

{Use or delete as required}

## **Appendix two -**

{Use or delete as required}