**BRAND COMMUNICATIONS**

**STRATEGY TEMPLATE**

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| INTRODUCTION |
| Build a communications strategy plan based on the roadmap below. Using Smartsheet templates, you can vary the amount of detail you apply to your plan, depending on the scope and time frame of your project. |

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| --- | --- | --- |
| COMPANY NAME |  |  |
|  |
| AUTHOR | DATE |  |
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STRATEGY OVERVIEW

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| A concise summary of the full plan, highlighting the key strengths and weaknesses, the major goals, and the primary techniques to employ. |
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| COMMUNICATIONS ANALYSIS |
| Analyze how you are currently communicating with your target audience. |
| **INTERNAL FACTORS** |
| **STRENGTHS +** | **WEAKNESSES –** |
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| **EXTERNAL FACTORS** |
| **OPPORTUNITIES +** | **THREATS –** |
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| **SWOT Analysis Summary** |
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| IDENTIFY SMART (Specific, Measurable, Achievable, Realistic, and Timely) OBJECTIVES & METRICS. |
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| COMPETITOR ANALYSIS |
| How are your competitors communicating with their audience? What is working or not working? |
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| TARGET AUDIENCE |
| Describe the target audience that you want to influence. |
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| BRAND POSITIONING |
| How do you want to be perceived by customers? |
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| UNIQUE SELLING PROPOSITION |
| What USP are you offering to customers that your competition is not? |
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| BRAND PERSONAILITY |
| Describe the voice, look and feel of your brand that you want to consistently communicate in marketing materials. |
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| COMMUNICATION CHANNELS |
| What communications channels will you use to reach your audience? For example, social media, email marketing, web content, PR, paid advertising, and/or broadcast media. |
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| EVALUATE |
| Based on your metrics, evaluate how successful you are in meeting objectives. |
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