

# Writing a Marketing & Communications Plan

**Around the room.**

It's the word that makes you **cringe**...

It's the plan you **didn't have time to write**...

It's the attachment you **“forgot” to upload** to the University Relations Project Intake Form...

It's **STRATEGY** and it's coming to a communications office near you.



*\*whispers\*... and it's not as scary as you think. Really.*



**Isn't strategy just another buzzword?**

# Did the “buzzword” jump the shark?

Renewed emphasis on healthcare, education, and prosperity

More competition for limited resources

Proactive approaches, because, well, you’re not Olivia Pope



**A good strategy can be the hero.**

# Heroes are...

Accountable

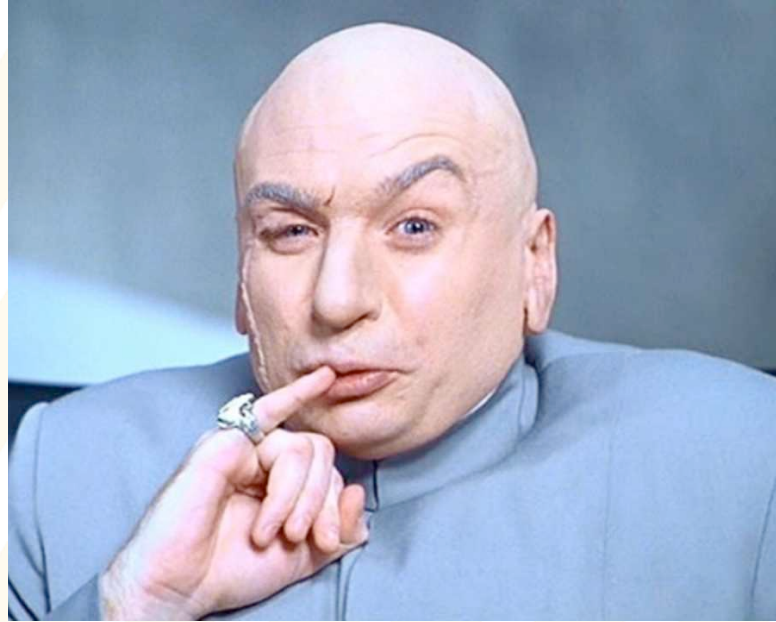
Determined

Focused



**But standing in the way of  
every hero is a villain.**

**What “villains”  
keep you from  
strategizing?**



**A good plot is essential to a good story. Set your goals early.**

# Setting Goals.

Attainable

Short and long term

Realistic

Measurable





# Establish priorities.

Primary

Secondary



**Know your lead characters  
vs. supporting characters.**

# Audiences.

Identify and then tailor your message(s) to each group.



**It's the pivotal moment  
where the story really starts  
to take shape.**

# Strategy.

What we will  
accomplish



# Measurement.

How we know we've accomplished it.

# Tactics.

The specific tools and channels we will use to accomplish it.

# Timelines.

A launch date for each tactic

Allowing a minimum of six weeks when working with an outside vendor

Don't forget to factor in editing, approval, and production times



**Two thumbs up – a review  
of a blockbuster marketing  
and communications plan.**

**And remember...**

# We'll be there for you.

Need help?

Call us.

304-293-8020.



# Questions?