Marketing 102

Emmy Beach & Jamison Pack

Communications Plan

PROJECT NAME	PROJECT MANAGER	TEAM
BUDGET	DATE	APPROVER

BACKGROUND
AUDIENCE

GOAL (WHAT IS THEORGANIZATION'S SHORT OR LONG-TERM GOAL?)
KEY MESSAGES (WHAT DO WE WANT PEOPLE TO THINK OR FEEL?)
MANDATORY ITEMS (LOGOS, FONTS, COLORS, IMAGES, ETC.)
MEASUREMENT (WHAT RESULTS WILL YOU MEASURE – ENGAGEMENT, REVENUE, ATTENDANCE? HOW WILL YOU SHARE IT?)

COMMUNICATION CHANNELS			
PAID	SOCIAL	EARNED	OWNED
Radio	Facebook	Print/Online	Website
TV	Instagram	Radio	eMarketing (eNews)
Outdoor	Twitter	TV	Blog
Digital	TikTok	Influencers	Onsite
Streaming	Pinterest		

Communications Creative Brief

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EVENT

TITLE*	
DATE/TIME	
PRICE	
ATTENDANCE CAPACITY/GOAL	
NAME AND BIO OF SPECIAL GUESTS AND SPEAKERS/MODERATORS	
TIME LENGTH IF THE ACTIVITY	
LINK TO EVENT (ZOOM, ETC.)	

EVENT TYPE
    ● THOUGHT-PROVOKING
    ● SMART HUMOR/ENTERTAINING	

EVENT DESCRIPTION	

Resources from Marketing 102 presentation

GOOGLE AD GRANT

Mightycitizen.com

CAPTIONING

Otter.ai

FILE SHARING

www.dropbox.com

MARKETING TRENDS

Macro Trends

www.pewresearch.org

www.mckinsey.com

Industry Resources

www.colleendilen.com

www.wilkeningconsulting.com

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