

What's the plan?

what is a strategy?

A systematic and proactive approach to identifying audiences and communication objectives; to shaping messages; to selecting the appropriate media mix; monitoring; and evaluation techniques; to evaluate the campaign; and to enhance the campaign's efficacy and efficiency.

why develop a strategy?

- ◆ to increase the impact of the campaign
- ◆ to encourage effective & efficient use of time, people & other resources
- ◆ to exploit opportunities
- ◆ to help prevent political problems
- ◆ to clarify organizational aims, what is important to that aim & how best to allocate resources

a strategy can prevent muddling through, which can...

- ◆ yield a low impact
- ◆ waste time and resources
- ◆ cause reactivity and waste resources
- ◆ sometimes lead to know problems

hierarchy of communication effects



a strategy should include...

- ◆ **project name**, which should be positive, motivating, and descriptive
- ◆ **primary audience**, which should be a clearly & vividly defined segment of the population
- ◆ **communication objectives**, which should be pointed, specific and use action language
- ◆ **communication methods**, which should detail which media will be used, when & how often
- ◆ **key benefits**, which should say convincingly what benefit the audience receives by changing
- ◆ **support points**, which should enhance the key benefits in terms relevant to the audience
- ◆ **desired action response**, which should state the change the audience should make by when
- ◆ **budget**, which should show how much will be invested in each medium and other resources

what do we need to build & implement a strategy?

- ◆ the will to communicate
- ◆ a communication plan
- ◆ the capability to execute the strategy
- ◆ adequate individual skills
- ◆ ability to work as a team
- ◆ sufficient resources