



Communication Plan Matrix

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Presentation	A brief presentation about the organization that is promoting the product/service.
Product/Service	The presentation of the product or service to promote.
Analysis	<p>The analysis should contemplate the following:</p> <ul style="list-style-type: none"> - Characterization of the clients that consume the category of the product or service to promote (social-demographic characteristics, psicographic and situacional). - Information Processing: does the audience knows well, average or doesn't know the product/service? - Degree of involvement from the client with the product or service to promote. - Perceptions of the client facing the product or service and while facing the competitor products/services.
Goals	Definition of the goals to be reached with the Communication Plan and positioning (if the product/service already exists) or future (if the product/service doesn't exist or if it's changing positioning).
Target Audience	Selection and identification of the target audience.
Message	Choosing the message (slogan, "elevator speech" - this means 30 second speech, images, videos, etc...). Consider several existing technics and creativity strategies.
Communication Mix	<p>The components of the chosen "communication mix" (specify the channels and means of communication).</p> <p>What goals to reach with each one of them, and with the mix itself.</p> <p>Tactics adopted for each of them and why.</p>

Other considerations

- Is the internal audience involved on the plan?
- Is the image coherent with the adopted positioning?
- Cultural differences (in case the plan is addressed to an international community; when addressing to minorities, this is also important).

Ethics

Does the plan follow ethical principals and is social responsible (from the scope of the communication campaign and through the product/service to promote).

Legal Considerations

Do we have legislation to follow regarding the communication campaign? Specially regarding the product/service, is it respected?