

## 1. Goals

### Primary

- This is a sample goal
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### Secondary

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**Measurement:** How do you plan to measure your key performance indicators? Are you using the proper tools? Hubspot, Buffer, Hootsuite, bit.ly, Google Analytics, etc...

## 2. Target audience(s)

Who do you need to reach to actualize the goals you outlined above?

**Descriptors & identifiers** (who are they, where do they hang out, what content do they consume, etc.)

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## 3. Key messages

Think about all of your company's stakeholders (investors, team members, clients/customers, media members, influencers, etc). What are the messages you need to deliver to each group?

What messaging are you missing? Begin with a brand voice and pillars. Get more granular from there.

## 4. Strategy

Leverage as much existing information as you can. Fleshing out this section will help you identify gaps in your master plan. Maybe you need some more market research before you decide which channels resonate with your target audience. Maybe you need to look at where other industry players are showing up so you can mirror them or blaze your own trail...

**Strategy one:**

**Tactics** (that will directly help you achieve the first strategy):

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**Strategy two:**

**Tactics** (that will directly help you achieve the second strategy):

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**Timeline**

This is your plan of attack. If you don't plan for things to be activated, they won't.

Tactic	Responsibility	Activation date	Notes
<b>Phase one: September–December 2017</b>			
<b>Phase two: January–March 2018</b>			

## Considerations & challenges

What are some of the variables that might prevent you from achieving your goals? The more you plan for different scenarios, the more prepared you'll be when things don't go as planned.

## Important dates

Date	Details
October 1, 2017	Make a communications plan