

PRACTICAL STEPS FOR DESIGNING A COMMUNICATION STRATEGY

7 FOLLOW THESE
Steps!





1 DEFINE YOUR OBJECTIVES

Start by clarifying what you aim to achieve through your communication efforts.

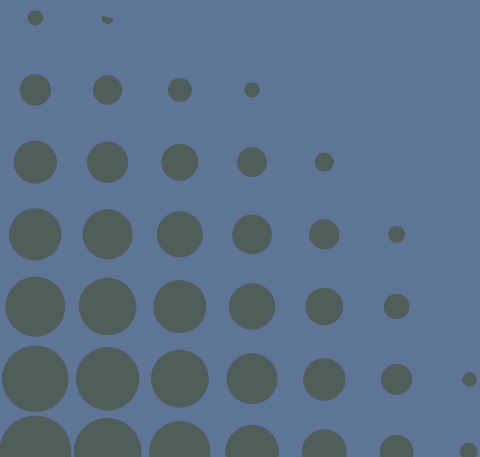
Are you looking to increase brand awareness, drive sales, or foster employee engagement?

Your objectives will serve as the foundation for your strategy.

2 KNOW YOUR AUDIENCE

Understand who you're communicating with—what are their needs, interests, and preferences?

Tailor your messages to resonate with your target audience and build meaningful connections.



3 CHOOSE YOUR CHANNELS WISELY

Determine the most effective channels to reach your audience.

Whether it's social media, email newsletters, or in-person events, select platforms that align with your objectives and where your audience is most active.



4 CRAFT COMPELLING CONTENT

Develop engaging content that communicates your key messages effectively.

Whether it's blog posts, videos, or infographics, prioritise quality and relevance to capture attention and drive engagement.



5 ESTABLISH A CONSISTENT TONE & STYLE



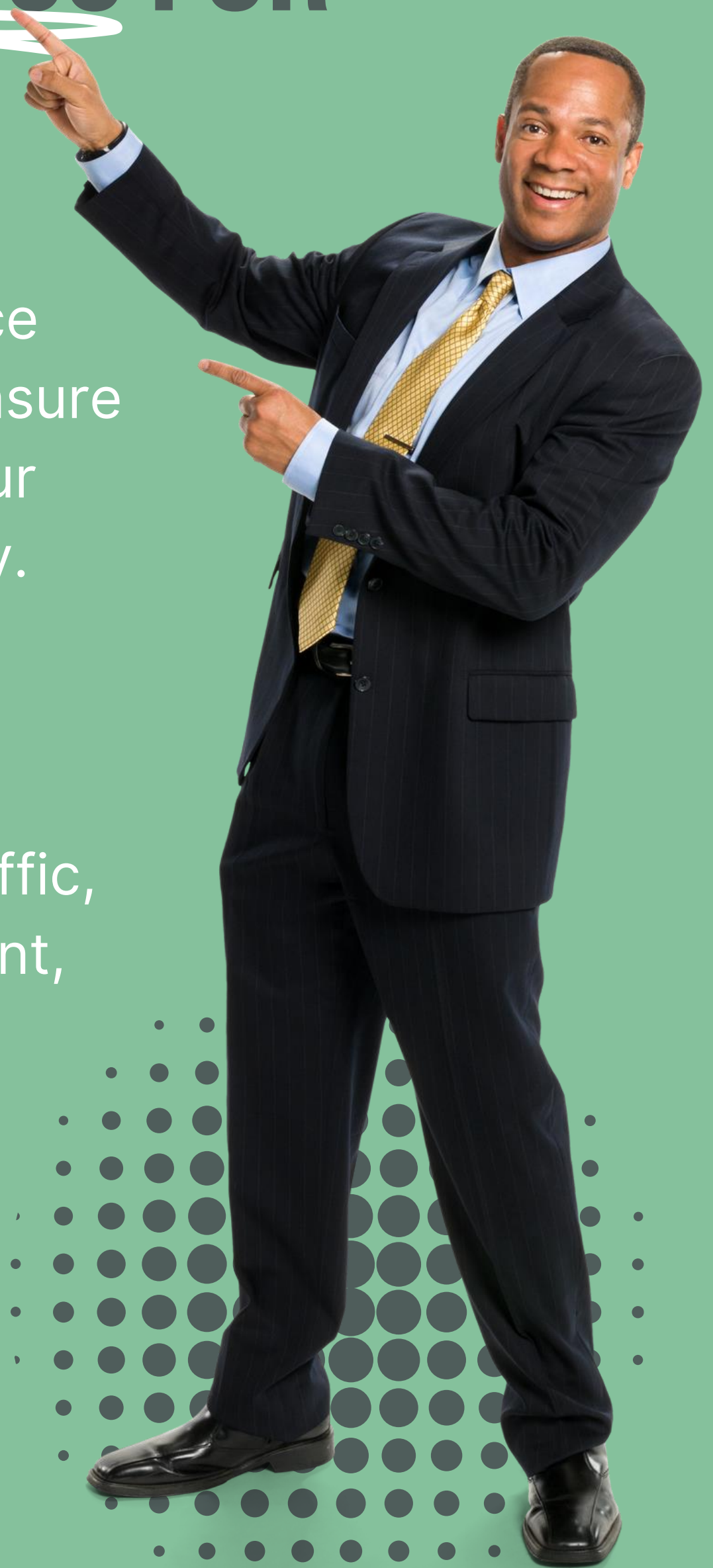
Maintain consistency in your communication by defining a tone and style that reflects your brand personality.

Consistency breeds familiarity and helps reinforce your brand identity.

6 SET METRICS FOR SUCCESS

Identify key performance indicators (KPIs) to measure the effectiveness of your communication strategy.

Track metrics that align with your objectives, whether it's website traffic, social media engagement, or customer feedback.



7 MONITOR AND ADJUST

Continuously monitor the performance of your communication efforts and be prepared to adapt as needed.

Analyse data, gather feedback and iterate on your strategy to ensure ongoing improvement and relevance.

