



## ACS Marketing Communication Plan Worksheet

A marketing communication plan serves as a roadmap for coordinating marketing efforts and ensuring consistency in messaging across various channels such as advertising, public relations, digital marketing, and social media.

Through years of research and experience in the field, ACS has identified the (sometimes non-sequential) steps to an effective marketing communication plan. Ideally, you would tackle each of these steps at some point in your strategic communication approach. Some of these steps are more difficult or take more time to complete than others.

This worksheet provides a structured framework for organizations to develop a comprehensive marketing communication plan that aligns with their mission, engages their target audience, and achieves their strategic objectives.



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# Before You Begin

## Understand the Difference Between a Marketing Communication Plan and a Strategic Communication Plan

Both Marketing Communication Plans and Strategic Communication Plans play crucial roles in fostering effective communication, enhancing brand perception, and achieving your organization’s goals. But while Strategic Communication Plans are long-term, Marketing Communication Plans are more tactical, intended to support specific campaigns or objectives.

Does your organization need a Strategic Communication Plan? [ACS has a tool](#) for that, too!

## Our Process

### Review Context

In this section, you will review your organization’s current situation; knowing where you are now will lead you to where you want to be in the future.

A graphic for step 1 of the process. It features a large orange circle with the number '1' inside. To the right of the circle is a dark blue circle containing the text 'Organizational Overview'. A horizontal orange bar extends from the right side of the blue circle across the page.

Understanding who you are as an organization sets the stage for communication.

What are your organization’s current programs? What campaigns are you running or planning to run under each?

Programs	Current Campaigns

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## SWOT Analysis

Understand the internal and external factors affecting your marketing and communication efforts.

A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is crucial for a Marketing Communication Plan because it helps identify internal strengths and weaknesses, enabling more effective strategy development. It also reveals external opportunities and threats, allowing the plan to adapt to market conditions and stay competitive. Complete this SWOT analysis for your organization and program/campaign.

ELEMENTS	DETAILS
Strengths	
Weaknesses	
Opportunities	
Threats	

### Review Context

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## Capacity

Determine the internal capacity for communication and who will lead the effort.

How much time can your organization devote to this effort per week?

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Who will be the lead?

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## Review Context

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### Review Current Practices

Determine the effectiveness of current messaging, website, social media (paid and earned), branding and marketing efforts.

What is working well?

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What can be improved?

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### Data and Research

Evaluate research and outcome data related to communication efforts, including awareness, audiences, messaging, strategies, and tactics.

What data/research is available to help you meet your goal?

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What data is missing, and where can you get that information?

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Plan

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Messages

Determine core and program-specific messages.

What are your core messages?

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What are your program- or campaign-specific messages?

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Messengers

Determine who is the best messenger to deliver the messages to each audience (there could be several different messengers based on different audiences and goals).

Who is your most appropriate messenger(s)?

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Determine the need for formal or informal materials to support your effort (such as brochures, one-pagers, website content, etc.).

**COMMUNICATION VEHICLE BY AUDIENCE**

<b>AUDIENCE</b>	<input type="checkbox"/> Website <input type="checkbox"/> Press Releases <input type="checkbox"/> Social Media (Facebook, X, SnapChat)	<b>AUDIENCE</b>	<input type="checkbox"/> Website <input type="checkbox"/> Press Releases <input type="checkbox"/> Social Media (Facebook, X, SnapChat)
<b>PROGRAM</b>	<input type="checkbox"/> Email Marketing <input type="checkbox"/> Website/Blog <input type="checkbox"/> Pay-Per-Click (PPC) Advertising <input type="checkbox"/> Influencer Marketing <input type="checkbox"/> Direct Mail <input type="checkbox"/> Events/Experiential Marketing	<b>PROGRAM</b>	<input type="checkbox"/> Email Marketing <input type="checkbox"/> Website/Blog <input type="checkbox"/> Pay-Per-Click (PPC) Advertising <input type="checkbox"/> Influencer Marketing <input type="checkbox"/> Direct Mail <input type="checkbox"/> Events/Experiential Marketing
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## Budget and Resources

Determine your budget across different activities/channels and the human and technological resources needed.

### Overall Budget

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### Program-Specific Allocations

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### Resources Needed

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# Implement

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## Action Plan and Timeline

Develop an action plan that can be followed by your organization's team. Use the answers from above to fill in the boxes below. Then decide on the timeline and how the campaign will be evaluated.

Program	Element	Details
	Review Context	
	Challenges	
	Capacity/Lead	
	Goals and Objectives	
	Target Audience	
	Strategies and Tactics	
	Messages and Messengers	
	Communication Channels	
	Budget and Resources	
	Action Plan and Timeline	
	Evaluate Progress	

Continued

## Implement

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### Evaluate Progress

Continuously evaluate progress by measuring Metrics, Milestones, and Measures against defined goals and strategies, and make improvements as needed.

#### EVALUATION:

Strategy	Metrics (ongoing measurements of performance and progress)	Milestone (specific points signifying completion of a task)	Quantitative/Qualitative Measures	Measurement Techniques

