

# Strategic Communications Planning for Small and Diverse-Owned Businesses



BY: SMART SIMPLE MARKETING

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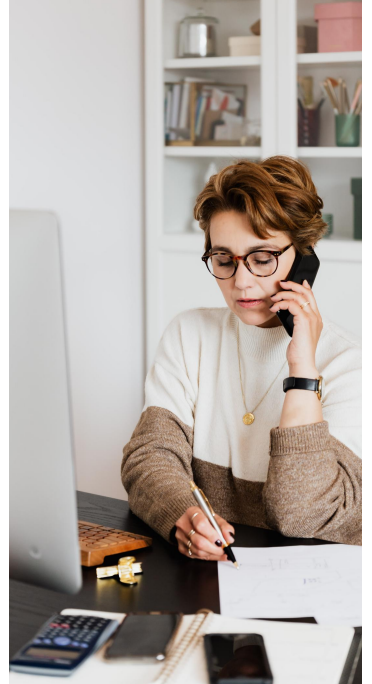


# WHAT'S WORKING NOW

Given the dramatic changes in the business world that have unfolded in 2020, how to do business, how we market our businesses and, in some cases, how we deliver our services has changed. This is what is working now to create new opportunities to sell your solutions.

# HOW I STAY IN TOUCH

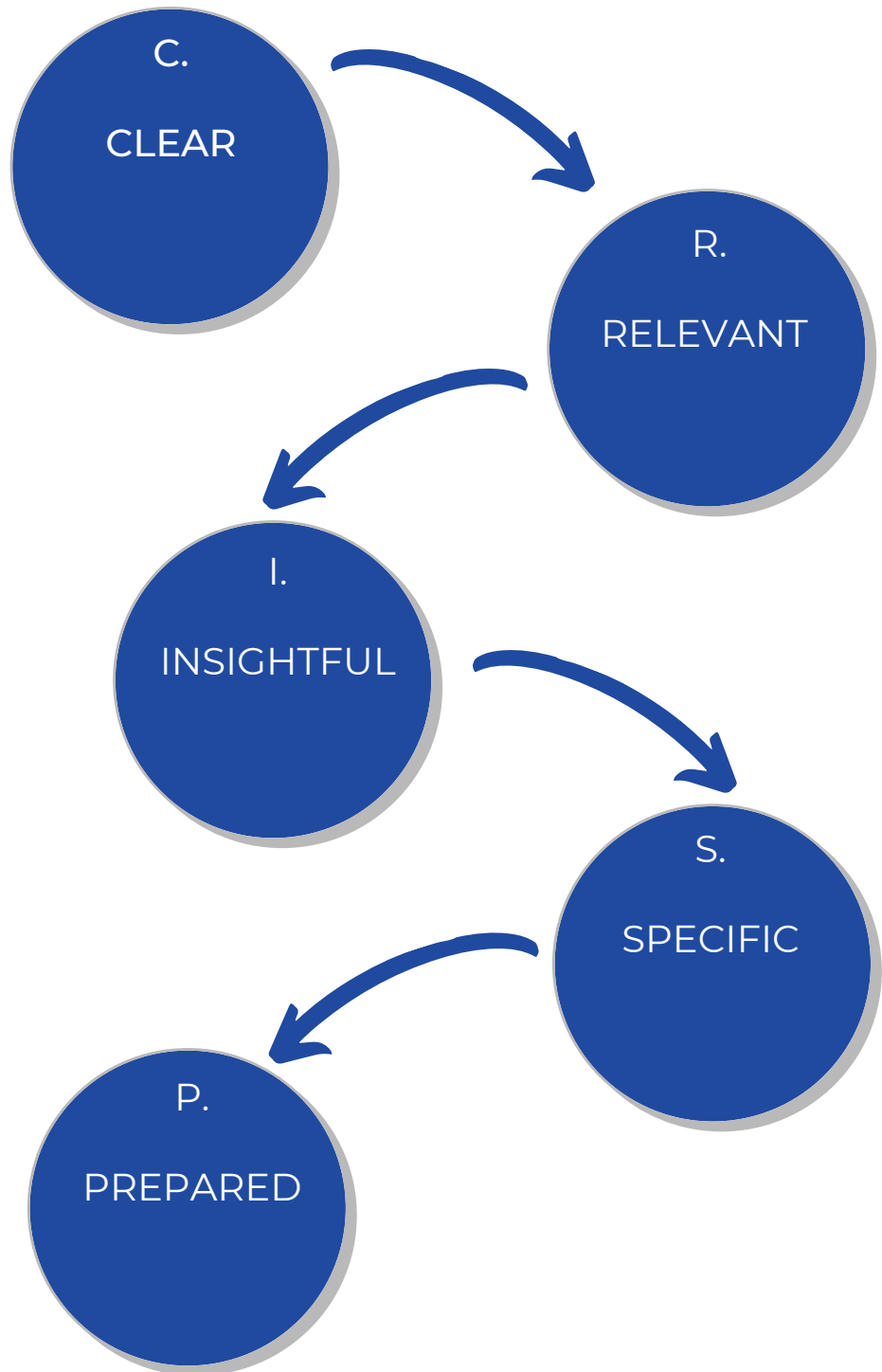
What are you currently doing to stay in touch with clients and your network?  
There's no judgement here. This exercise helps to establish a baseline for your growth.

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# THE C.R.I.S.P. METHOD™

To create a memorable impression and stay top of mind, your marketing messages need to be succinct and relevant. Use this framework to stay on track.



# KEYS TO SUCCESS

Your answers to the following questions are the keys to your success in the new marketplace.

1 - What is my company known for?

2 - What are my key marketing messages?

3 - How do I share my key messages?

4 - What consistent action do I take?

5 - What are my success metrics?





# WHAT MY CLIENTS VALUE MOST

Instructions: Review the most recent feedback you've received from a client. (Check emails, testimonials, reviews, etc.) Focus on keywords that highlight what the person valued most. Document those here.


# KEY MESSAGE FORMULA

Use what your customers value to develop key messages to use in all aspects of your marketing. (Note: Use this formula for different products and customer profiles.)



THE (PRODUCT OR SERVICE) WE OFFER

HELPS OUR CLIENTS TO (RESULTS ACHIEVED).

WHICH ALLOWS THEM TO (BENEFITS ENJOYED).

AND RESULTS IN (GOALS MET/PROBLEMS SOLVED).

# KEY MESSAGE STATEMENTS

Use the formula provided to create your own statements.



## KEY MESSAGE NO. 1

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## KEY MESSAGE NO. 2

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## KEY MESSAGE NO. 3

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## KEY MESSAGE NO. 4

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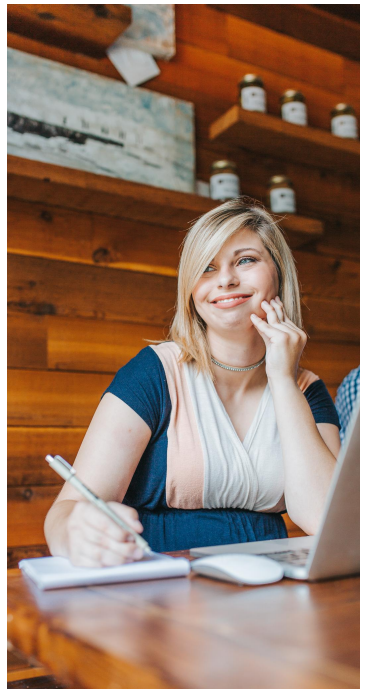
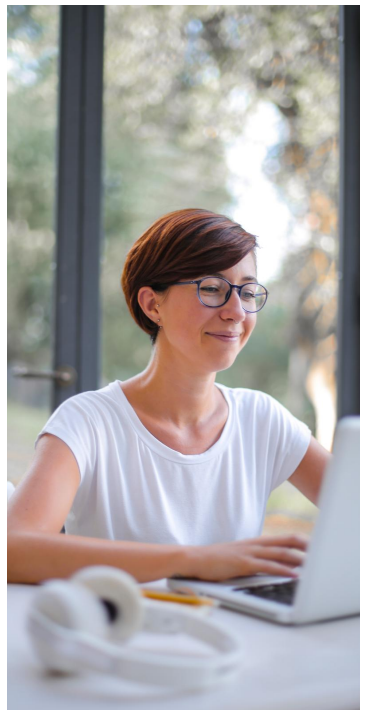
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# OPPORTUNITIES TO ENGAGE WITH MY AUDIENCE

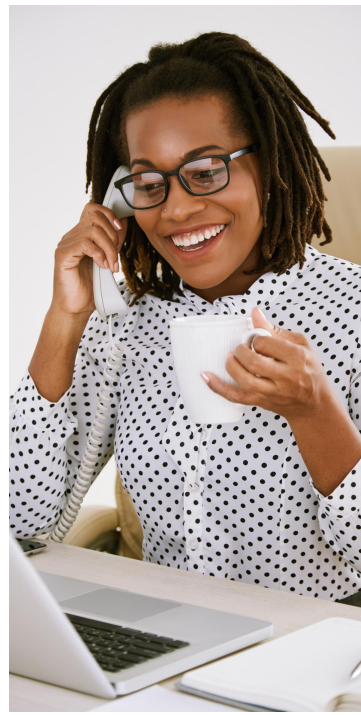
- Attending industry conferences
- Being interviewed by a brand or an influencer
- Hosting my own events
- Hosting my own podcast
- LinkedIn - Participating in active groups
- LinkedIn - Publishing original articles
- LinkedIn - Publishing posts on personal profile
- LinkedIn - Publishing posts on company page
- Livestreaming video (via LinkedIn, YouTube, etc.)
- Matchmaking events
- Publishing articles in trade publications
- Publishing and syndicating my own blog content
- Speaking at industry conferences
- Sponsoring relevant events
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# HOW I WILL ENGAGE

You have endless opportunities to connect with and engage existing clients and prospective customers. List the platforms you currently have access to below.

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# WEEKLY VISIBILITY PLAN

MONDAY

TUESDAY

WEDNESDAY

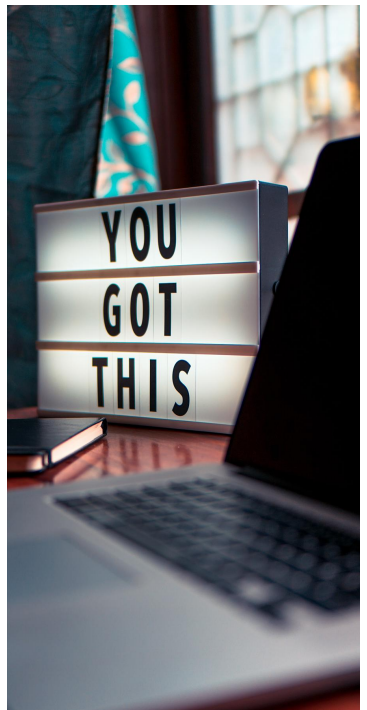
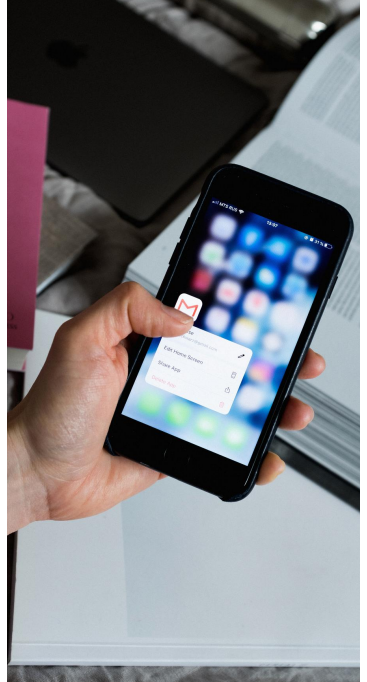
THURSDAY

FRIDAY

NOTES

# METRICS TO TRACK THE SUCCESS OF MY MARKETING EFFORTS

- Capability briefings
- Closed sales
- Email open rate
- Email subscribers
- Growth of network (i.e., connections on LinkedIn, etc.)
- New clients
- New prospects
- Pitch meetings
- Requests for quote
- Responses to emails
- Social media metrics (i.e. comments, likes, saves, etc.)
- Scheduled appointments
- Website visitors
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# HOW I TRACK SUCCESS

List the specific metrics you will track to monitor the effectiveness of your business development efforts. Choose metrics that connect directly to your bottom line.

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# NOTES

# NOTES

# ACTION STEPS

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# THANK YOU

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