

Building Your Marketing Communication Plan

Get a better response rate out of your marketing activities

Mastering the art of “the follow up” is a challenge and arguably one of the most critical steps in your marketing campaign or activity. Defining a process and standardizing its key components will offer space for creativity and flexibility while accomplishing your goal.

Below are a few key steps to follow when building your marketing activity communication plan.

Step 1:

Craft Your Call To Action (CTA):

- What is the “message” or “take-away” prospects should leave with?
- Is there a clear “to do” for recipients to complete? What is it?
- What action do you want your recipient(s) to take?
- What do the recipients need in order to accomplish your CTA?

Here are a few examples:

- Schedule a follow-up / live meeting
- Complete a survey/quiz/puzzle (and win a prize)
- Schedule time for a demo
- Schedule time to discuss current pain points/competitor benefits
- Schedule time for a free evaluation
- Download an e-book / digital asset
- Sign up/Opt into a newsletter or email distribution list
- Register/Confirm attendance for an event

Step 2:

Questions To Ask Yourself:

- ☐ What is the overall marketing activity goal?
- ☐ Who is my audience?
- ☐ How can I clearly communicate my CTA to my recipient(s)?
- ☐ Will I need custom communications for different groups of recipients?
- ☐ What is our timeline and what can be built ahead of time?
- ☐ How many touch points do I need? What format(s) should I utilize? (phone, email, in person meeting, direct mailer, etc.)
- ☐ What are the due dates for each touch point?
- ☐ Who are the best people (internally) who will execute on each touch point?
- ☐ What tools do I need to provide internal staff so they can properly execute? (Call scripts, email templates, digital assets, talking points, FAQ's, technical support, etc.)

Step 3:

Build Your Plan

Below is a sample outline for an event communication plan. Notice the three categories for communication (pre event, day of event and post event) that operate together in order to create a holistic experience for the recipients.

Marketing Activity: Lunch & Learn Event

CTA: Download thought leadership whitepaper & request a demo

Pre-event communications:

- Touch 1: Email Invitation - Join Us For An Event This Month
- Touch 2: Direct Mailer Invitation - Join Us For An Exclusive Event This Month
- Touch 3: Phone - Event Confirmation
 - Call to confirm attendance live
 - Communicate any “day of” details
 - Answer any questions / concerns
- Touch 4: Email Reminder - Your Scheduled Event Is Tomorrow/This Week
- Touch 5: Email Reminder - Details For Today's/Tomorrow's Event
 - Sends day of event (or day before)
 - Includes parking information, meeting place, Google map link, details on what to look for, time and date, etc.

Day of event communications:

- Touch 1: Chair Drop - Fill Out Our Survey
 - Each attendee receives a postcard on their chair with a survey
 - Fill out & return in order to be entered to win a prize

Post-event communications:

- Touch 1: Email - Thank You For Attending
 - “Thanks for attending, download our whitepaper”
 - Includes thought leadership white paper developed from survey results
 - Provides unique detail & personalization to specific individual
- Touch 2: Phone Follow-Up
 - Answer any questions around CTA - “Hope you enjoyed”
 - Book a calendar invite for a free live demo