Marketing Communications Planning Worksheet

Communication Goals
What is your primary communication goal?
Why was this identified as your primary communication goal?
What, if any, challenges do you face in trying to accomplish this goal?

Audience
Who is your audience(s)?
Why should/does your audience care about this initiative?
What are the needs and motivations of your audience(s)?
What, if any, challenges do you face when working with this audience?

Messaging
What are the key messages that you would like to convey to your audience(s)?
If they only take away one message, what message do you want it to be?
How does this initiative support Portland State’s strategic plan?

Images
What images best convey your messages?

Tools
What communication tools do you believe would best communicate your messaging? For example email, blog posts, presentations, advertising, video, social media, etc.