

2018



# COMMUNICATIONS & MARKETING PLAN



PREPARED BY:

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## INSTRUCTIONS

Follow the prompts and fill-in the brackets in each section. Assign team members to complete each task, in addition to a project manager to track overall progress. Adjust the timeline to suit your needs and be sure to hit your deadlines. Voila, your very own communications and marketing plan!

## NEED A CUSTOMIZED PLAN?

This communications & marketing plan is designed as a do-it-yourself guide, but if you run into challenges, don't despair! As a creative strategist, I love sharing my expertise with clients. From messaging to pitching and videos, I can help! Contact me for your customized marketing strategy.

## ABOUT ME

My name is Iquo B. Essien and I'm an artist and creative consultant with 10+ years of global marketing experience. I specialize in using writing, photography, and video to help brands tell stories that connect authentically with audiences. My expertise runs the gamut from content writing and videography to marketing and fundraising. With a background in film, I can help you create a narrative for your brand's story.

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# OBJECTIVES

1

Define campaign messages, goals, activities, and target audiences

3

Create campaign launch timeline

2

Create list of key deliverables and graphic assets

4

Define post-launch communications activities

# CHECKLIST

When complete, your plan should include the following sections:

**Overview**

**Campaign Goals**

**Target Audience**

**Campaign Messages**

**Calls to Action**

**Marketing Plan:**

- **Advanced Pre-Launch**
- **Pre-Launch**
- **Launch**
- **Post-Launch**

**Timeline**

## OVERVIEW

The following plan focuses on goals, audiences, messaging, and marketing activities to support the launch of the [name] campaign on [date]. The launch will include [activity 1], [activity 2], and [activity 3].

## CAMPAIGN GOALS

Define clear, concise objectives.

- To announce the launch of [campaign]
- To raise awareness of [key messages]
- To launch the campaign website
- To create or grow our mailing list
- To launch a campaign hashtag
- To secure {#} media placements and {#} social influencers to cover the launch
- To [insert additional campaign goals]

## TARGET AUDIENCE

Create profiles of your ideal customers.

*TIP: What ages are your ideal customers? Where do they live? Gender? Income level? Profession? If possible, conduct a free market research survey on [Typeform](#).*

- [Primary audience 1]
- [Primary audience 2]
- [Primary audience 3]
- [Secondary audience 1]
- [Secondary audience 2]
- [Secondary audience 3]



Consider how each of your audience's marketing preferences differ.





## CAMPAIGN MESSAGES

Every strong campaign begins with clear messages. Use these prompts to draft yours.

### Boilerplate

A long description of your campaign

*Example: [Campaign name] seeks to raise awareness of [issue, product, launch or event]. The campaign is being led by [company name], whose mission is to [company mission]. This innovative campaign will yield [campaign goals]. To learn more, visit [website] or follow us at [social media handle].*

### Tagline

A catchy description of your campaign

*Examples: "Find your voice. Grow your biz." "Help build strength, stability, and self-reliance through shelter." "Flowers you can feel good about." "Transforming the lives of youth through the arts." "Fighting hunger one meal at a time."*

### Hashtags

A hashtag phrase for use on social media

*Examples: #4charity, #donate, #change, #activism, #nonprofit, #dogood, #causes, #volunteer, #MusicMondays, #changemakers, #vote, #GivingTuesday, #womeninfilm, #diymusician*

### Messages

Tailored for your campaign

*Your messages should answer these questions: What is your campaign, service, or company all about? How do customers support it? What value do people get? What sets your campaign, service, or company apart from others? What's your call to action?*

