



Save Money and Maximise Impact

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Start Communications Planning to Save Money and Maximise your Impact

A Communications Plan is the river running through your company. It is a source of fresh food and water that supports and directs the growth of your business.

A Communications Plan can be boiled down to three elements:

- How you are going to achieve your business goals
- How you are going to communicate with your customers and potential customers
- What you are going to tell them

If you have a vision for the future of your company, the culture and the products and services you sell, then creating a Communications Plan is the first step to making that happen.

What will a Communications Plan do for your business?

- 1. If you want to develop and grow your business, a Communications Plan is a must.** Most businesses need more and/or better clients. A Communications Plan will deliver you the strategies and actions to find clients, educate them on what you do and entice them to your business.
- 2. If you want to cut costs, a Communications Plan is a must.** A Communications Plan will ensure that your marketing, website, communications, events, public relations, printing, advertising and collateral development are efficient and effective.
- 3. If you want to leverage all your activities for maximum effect, a Communications Plan is a must.** A Communications Plan will enable the whole company to streamline messages, work together and reduce duplicity of resources – channelling efforts and pushing forward together.
- 4. If you want to know what your clients and prospects need from you, a Communications Plan is a must.** Market research needs to be supported by a strategy. The plan delivers what you need to know, how you will get the information, what you will do with it, and how you will leverage the project.
- 5. If you want to tell the world about your new product or initiative, a Communications Plan is a must.** A plan will determine how the product will be packaged, priced and presented, what its point of difference is, how you want people to feel and find out about it.
- 6. If you want to differentiate yourself from the competition, a Communications Plan is a must.** A Communications Plan can identify your greatest threats and competitors – and then do something about it. A plan will deliver a strategy for holding market share, building a strong, recognisable brand and maintaining customer loyalty.
- 7. If you need to build a strong culture within your organisation, a Communications Plan is a must.** A Communications Plan can help you manage change, a merger, the effect of retrenchments or growth. A plan will deliver deliberate and effective strategies to ensure everyone is informed and connected.



How do I get one?

The process for developing a Communications Plan should be interactive, inspiring, inclusive and incredible.

The process needs to be guided by a communications professional who knows what to look for, ask for, probe for and who is able to collate all the results into an active, easy to use document for all to see.

Small and medium sized businesses need Communications Plans that are relevant to them, that demonstrate cost savings and value immediately.

We've developed a pain and hassle free way of developing a communications and marketing plan.

Read about COMM*BAT in our e-zine or [talk to us](#) about facilitating a Communications Plan creation day for you.

For more information: [Why use communications management?](#)