

Communications Must Support Organization's Business Goals

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Published by [Rockford Register Star](#)

Monday, November 6, 2006

Often we see clients' communications initiatives centering solely on activities that fulfill a narrowly defined marketing role. In other words, direct mail pieces are created or news releases issued to gain visibility, but do they really support the organization's overall business goals?

The most significant deficiency in most marketing plans is that the communications activities do not support the organization's overall business goals. In fact, in some cases, businesses' marketing departments develop their annual plan without understanding management's focus and revenue objectives for the year ahead.

Your communications proposal must support – and in some cases, lead – the organization's business goals. What type of questions need to be asked and answered to provide appropriate insight and ensure your plan “works” for the company? Here are just a few suggestions:

- What are the business revenue goals?
- What new industries, markets or audiences does the organization seek to go after?
- What positive or negative economic conditions may impact the company?
- What internal changes may affect the business?
- What perceptions or misperceptions are currently held about your organization?
- What new products or services does your company plan to announce in the year ahead?

These initial questions should provide clarification and direction for the marketing plan and offer you with a better understanding and ability to develop communications activities to help meet the business goals.