

Strategic Plan Must Include Communications Goals

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In the previous column we provided insight on ensuring the communications plan supports – and in some cases, leads – the organization's business goals.

It should go without saying that any strategic plan should clearly define the communications goals. But sometimes so much time and effort is put into the research and/or product development that some organizations believe the communications portion will simply fit into the overall plan.

Unfortunately, this precipitates uncontrolled messaging and an undefined goal of how to reach the key audiences.

We ask our clients this basic question to identify the communications goals: If we are successful at communicating your company, product or service, what does that success look like in six or 12 months? Some things to think about might include:

- Customers and/or potential customers are repeating and understanding the message we are putting into the marketplace.
- We spend less time in a sales meeting explaining our company, product or service and more time on the actual sale details.
- We see an increase in inquiries and purchases for our product or service.
- We have more interest in donors, sponsors or volunteers (if you are a non-profit organization).

You will note that these are overall goals which look at the bigger picture of communications. In the next column, we'll provide information on developing your communications objectives which are focused on measuring your marketing impact.