

Setting Communications Objectives & Strategies

Written by PR Etc., Inc.

Published by [Rockford Register Star](#)

Monday, December 4, 2006

As we continue our overview in developing a strategic communications plan, it's essential to outline specific marketing objectives and strategies. At first blush it may seem that these items are identical, but each has very different, specific purposes.

In a previous column, we discussed the importance of developing communications goals that support the organization's overall business targets.

Now, it's taking those communications goals and breaking them down further into the objectives which should be concrete outcomes that allow an organization to quantify and evaluate its activities.

Examples of communications objectives might include:

- Establish and/or enhance relationships with three key media
- Attract highest-level skilled workers to our organization and increase incoming resumes by X percent
- Position company executives as experts on three specific issues by confirming five speaking engagements each quarter

Communications strategies are those activities which provide your company with the ability to achieve the objectives. Some of these, based on the ideas outlined above, may include:

- Implementing a proactive media relations program to introduce our company and/or its executives to three key media
- Developing/maintaining recruitment efforts through our key messaging
- Creating a thought leadership program for our executives

To round out the marketing plan, in the upcoming weeks we'll discuss developing target audiences and specific tactics to communicate to those audiences.