

Communications Tactics are in the Details

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If the strategy to your overall business communications plan is like a GPS system, the communications tactics are the controlling factors that actually get you from point A to point B.

In the past few weeks we outlined the need and requirements for business and communication goals as well as provided insight into developing marketing objectives and strategies (and deciphered the difference between the two). Finally we reviewed how to identify the key audiences and how to most effectively reach them.

With that legwork done, now we come to developing – and implementing – communications tactics. These are the specific details to get your organization to meet/exceed those goals previously outlined.

For each organization, tactics will be completely different based on the goals and objectives; however, we recommend that tactics fall directly under the communications strategies.

For example, let's say the strategy is "implementing a proactive media relations program to introduce our company and/or its executives to three key media." With this in mind, some of the possible (but not all inclusive) tactics would be 1) identify the key media and contact information; 2) identify two to three relevant story ideas for each reporter; 3) coordinate meetings on a semi-annual basis with each identified reporter.

Tactics are critical to ensure that you proactively address the business goals you've identified. Driving your communications plan forward without specific tactics is the same as if you are driving from New York to California without any road signs or maps available. You might find some pretty views along the way, but you may never make it to your destination, and if you do, certainly it won't be on time.