

Communication Plan

Brief description: Derive a communication plan. With the communication plan, the objectives of the individual marketing actions are defined and coordinated so that the communication is coherent, effective and efficient. This requires a clear communication concept.

Quick guide: First, the objectives are defined and the specific key performance indicators (KPIs) are derived from them. Then the marketing actions are defined and it is verified which customers are really reached. Based on this, the budget is allocated. After the marketing campaign has been completed, the effective costs and efficiency are assessed on the basis of the KPIs.

Campaign-Building Blocks	Q1	Q2	Q3	Q4
1 Goals: What is the respective goal of the campaigns? Example: Making the products known („product launch”)				
2 KPI's: What specific metrics are used? Example: X% Awareness				
3 Marketing actions: What actions is the campaign about? Example: flyer/ raffle				

<p>4</p> <p>Customers: Which target group do we reach with this? Example: X% awareness</p>				
<p>5</p> <p>Budget: How much money do we have available for the campaign? Example: CHF 10,000 for flyer printing and distribution.</p>				
<p>6</p> <p>Effective costs: What costs have actually been incurred? Example: X% awareness</p>				
<p>7</p> <p>Review/evaluation: What worked and what didn't? Which KPIs were achieved and which not? Example: Evaluation of KPI XY</p>				

Source: Based on M. Lewrick, P. Link & L. Leifer: The Design Thinking Toolkit - The Best Tools & Methods (2019).