Why to create a tactical plan?

Building a tactical plan will help you keep track of all communication methods that will be needed and used throughout your project.

Step 1: Set Clear Objectives
What objectives would you like to accomplish?

Think about some important and meaningful objectives that you would like to accomplish to make the strategic communication plan successful. As your objectives begin to align with your organizations’ you will start to see results.

Consider the following:

► Situation Assessment: Where are you now? What are you trying to do?
► Visioning: Why are you working on this project?
► Goal Setting: Where do you want to be?
► Strategy Development: How do you get there?

Step 2: Get Creative
Use new ways to communicate

Grab your audiences’ attention by addressing their pain points in ways they do not expect. Brainstorm ways that will allow you to reach the majority of your audience and build a list.
Step 3: Select and Organize Tactics

Categorize your tactics

First, select all communication tactics that could work based on:

- **Timeframe** – How much time do you have to communicate your message?
- **Resources** – How many people will be involved in the rollout of the communication plan?
- **Budget** – How much can you spend?
- **Past Performance and Brand guidelines** – What tactics have worked at your organization? What tactics are allowed?

Second, organize all tactics according to their purpose. We recommend separating the selected communication tactics in three different categories:

- **Category 1** – Tactics to communicate updates and gather feedback from stakeholders.
- **Category 2** – Tactics to communicate vision and steps to get there.
- **Category 3** – Tactics to measure the success of the communication effort while allowing to adapt and realign when needed.

Step 4: Build the Plan

Fill out the template

After organizing your tactics, you will need to think about the following:

- **Target audience** – Who are you trying to reach with this tactic?
- **Channel** – Which channel or what media will you use?
- **Purpose** – What is the purpose?
- **Responsible Person** – Who will be responsible for the execution of the tactic?
- **Tactic Frequency** – How often will you use this tactic (daily, weekly, monthly, etc.)?
- **Start date and End date** – From when to when will you be using each tactic?
(Use this template to create your tactical plan)

<table>
<thead>
<tr>
<th>Category</th>
<th>Category 1</th>
<th>Category 2</th>
<th>Category 3</th>
</tr>
</thead>
</table>

Define your target audience.

- Consider channels/media needed to communicate your message.
- Describe what the purpose of the communication is.
- Make someone responsible for executing the tactic.
- Decide how often you would like to use the tactic.
- Set a start date and end date for control purposes.

Need help building your tactical plan?
Contact us at brand@intact-tech.com