[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Communication+Plan+Example+word+11225&lpa=Brand+Communication+Plan+Example+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)**BRAND COMMUNICATION PLAN**

EXAMPLE

|  |  |
| --- | --- |
| COMMUNICATION STRATEGY | Advertise new product features to all existing and potential customers, including notes on our product roadmap over the next year. |
| TARGET  MARKET | All existing customers and potential customers in the IT or software development fields. |
| MAIN VALUE PROPOSITION | The new product features will enhance security and provisioning measures and allow users to scale with better effectiveness and safety. |
| DESIRED  RESPONSE | People will spread the word and/or purchase the product / services. |
| MEDIA  CHANNELS | All social media channels (Facebook, Twitter, LinkedIn, Instagram), a PR announcement on 1/15, and paid advertisements on Google. |
| SUCCESS  METRICS | Increased spend by existing customers and an increase in net-new logos. |

**BRAND COMMUNICATION PLAN**

|  |  |
| --- | --- |
| COMMUNICATION STRATEGY |  |
| TARGET  MARKET |  |
| MAIN VALUE PROPOSITION |  |
| DESIRED  RESPONSE |  |
| MEDIA  CHANNELS |  |
| SUCCESS  METRICS |  |

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