**BRAND COMMUNICATION PLAN**

EXAMPLE

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| 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. |

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