

Communications Plan Brief

STAGE #1:

Objective(s) (What are you trying to achieve? Be specific and realistic.)

Primary Audience (Who are you trying to reach?)

Gatekeepers (Who else so you need to convince to spring your participants loose?)

What are the Top Three Concerns of Your Marketing Audience?

1.

2.

3.

STAGE #2

Key Message (Why should they care?)

Personality (Three to four adjectives)

1.

2.

3.

4.

Tone (What will they expect? What would be most useful?)

Vehicle (Traditional and non-traditional)

STAGE #3

Pre-Testing

What are three ways that you will gather feedback on your marketing strategy during development and implementation (e.g. recording informal questions and comments)?

STAGE #4

Implementation

Three ways that your target audience and gatekeepers can help you market your HIV prevention services (e.g. website, announcements to other youth, etc.):

STAGE # 5

Evaluation and Feedback

What data will you collect to determine if your marketing effort is ultimately successful? (e.g. baseline vs. post-marketing participation numbers)

MY PITCH

32 Words

16 Words

8 Words