

## Brand Communication Strategy Template

### 1. Brand Overview

- Brand Name\*:
- What your brand does:
- Your brand's mission (what you stand for):
- Your brand's values (what's important to you):

### 2. Goals

- Why are you communicating? (e.g., increase awareness, boost sales, build loyalty):
- What do you want to achieve? (e.g., 20% more website visits in 6 months):
- SMART Goals\* (Specific, Measurable, Achievable, Relevant, Time-bound):

### 3. Audience

- Who are you talking to? (e.g., age, location, interests, job):
- What do they care about? (e.g., convenience, quality, price):
- Where can you reach them? (e.g., social media, email, website):

### 4. Key Message

- What is your brand's main message? (e.g., "We provide eco-friendly products that save you money"):
- How do you want people to feel about your brand? (e.g., trusted, reliable, innovative):

### 5. Communication Channels

- Where will you share your message?
  - Social Media (e.g., Instagram, Facebook)
  - Email
  - Website
  - Other (e.g., TV, print):

### 6. Tone of Voice

- How should your brand sound? (e.g., friendly, professional, funny):
- Example sentences that fit your tone:

### 7. Content Plan

- Types of content (e.g., blog posts, videos, social media posts):
- How often will you post? (e.g., twice a week, daily):
- Who will create the content? (e.g., internal team, freelance writer):

### 8. Competitor Research

- Who are your main competitors?
- What are they doing well?
- What can you do better?

### 9. Success Metrics (KPIs)

- How will you know your strategy is working? (e.g., more followers, more sales, better engagement):
- What will you measure? (e.g., website traffic, social media likes/shares):

#### 10. Review and Adjust

- How often will you check your progress? (e.g., monthly, quarterly):
- What will you change if things aren't working? (e.g., try new channels, adjust your message):

This template will help guide your brand communication strategy and keep everything on track for success!