




# Building the communication plan





A goal without a  
plan is just a wish.

Antoine de Saint-Exupéry

quotationy

Like any investment, communication must be thought of, connected to the challenges of the company and consistent with its overall strategy. This is where the communication plan is needed.



I know half the money  
I spend on advertising  
is wasted, but I can  
never find out which  
half.

John Wanamaker

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## **THE ROLE OF THE PLAN**

The communication plan sets the course, the main objectives and the means matched. These are all elements that serve the company's communication objectives. This is a simple way to always keep in mind the reasons that motivate the launch of this or that action. By structuring the allocation of resources, the communication plan is a very useful budget negotiation tool. It demonstrates the ROI.

Finally, by allocating resources to objectives, the plan allows better management.

## COMMUNICATION PLAN

Communicate what	Purpose	Frequency / duration	Communicate to		Communication method
			Team	Stakeholders	