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If you've ever found yourself using "communication plan" and "communication strategy" interchangeably—you're not alone. They sound similar, and they are connected. But knowing the difference between the two (and how they work together) is essential for leaders, small business owners, and nonprofits who want to communicate with intention and
impact.At Signal & Sage, we believe that great communication is equal parts clarity and direction. That's where both strategy and planning come in.Let's break it down.What is a Communication efforts with your organization's
mission, values, and goals. Think of it as your compass. A strategy helps you answer key questions like: Who are we trying to reach? What do we want them to know, feel, or do? How does communication support our long-term goals? What messages and channels best align with our audience? Your communication strategy sets the tone, defines your core
messages, and ensures that everything you share—whether it's on social media, in a newsletter, or in a donor appeal—is intentional and aligned. What is a Communication Plan? A communication plan is your how and your when. It takes your strategy and turns it into action. Where the strategy gives you the "why," the plan gives you the tools to
execute: Specific tactics (email campaigns, events, media outreach, etc.) A content calendar or timeline and stay accountable—especially when juggling multiple messages, platforms, and deadlines. Why You Need Both Having one without
the other is like trying to take a road trip without both a destination (strategy) and a map (plan). If you only have a strategy, you may know your message but lack the consistency or coordination to deliver it effectively. If you only have a strategy, you may know your message but lack the consistency or coordination to deliver it effectively. If you only have a plan, you may know your message but lack the consistency or coordination to deliver it effectively.
message, or missing the mark entirely. When used together, your strategy and plan give your communication purpose and structure. They help you stay focused on what matters and make the most of your time and resources. Skip to content Effective communication is essential for any organization But it can be easy to confuse communication
strategies and plans While related, these serve different purposes in an organization's overall communications approach. Understanding when you need a high-level strategy versus a tactical plan can help ensure your organization communications approach. Understanding when you need a high-level strategy versus a tactical plan can help ensure your organization communications.
strategy defines the overall objectives and approach for communications in support of broader organization will communicate. In contrast, a communication plan outlines the practical details and steps needed to implement strategic communication goals.
It specifies key messaging, channels, responsibilities and timeframes for communication strategy as the destination you want to reach, while plans map out different routes to arrive there. Key Differences Between Strategies and Plans While a strategy sets
the direction and a plan defines actions to get there, some other key differences include: Timeframe Strategy: Long-term outlook, often 3-5 years. Plan: Focused on specific initiatives and audiences. Purpose Strategy: Defines overall goals and
objectives. Plan: Details practical steps for implementation. Flexibility Strategy: Allows room for adjusting approaches as needed. Plan: Highly detailed with specifics. Elements of a Communication Strategy A communication strategy is a
high-level plan that outlines an overall vision and usually includes: Organizational objectives - What are the overall goals of the organization that communications will support? These could relate to business growth, culture, customer relations, etc. Target audiences - Who are the key stakeholder groups, both internal and external, that
communications need to reach and influence? Key messaging - What are the main ideas, themes and narratives that communications should convey? Desired outcomes - What can tools - What are the main ideas, themes and tools will you
use to deliver messaging and engage audiences? This might include social media, events, email, intranet, etc. Success metrics - How will you define and budget - What is the overall timeline and budget for communications?
Governance - What team roles and processes are involved in overseeing and executing communications? Risks and challenges - What risks or obstacles could impact the communications strategy and how can they be mitigated? Adaptability - How will the strategy evolve in response to changes over time? What factors might necessitate adjusting the
approach? Elements of a Communication Plan While a communication strategy defines the broad vision, a communication plan provides the specific, measurable objectives. Target audiences - Defining detailed audience
segments and personas. Key messages - Finalizing exact messaging tailored to each audience and goal. Communication tactics - What content formats and communication tactics will you use? Tactics could include email newsletters, social posts, events, etc.
Responsibilities - Defining owners and team members involved in creating, approving and distributing communications. Production timeline - A calendar or workplan of dates for drafting, reviewing, approving and publishing communications. Production timeline - A calendar or workplan of dates for drafting, reviewing, approving and distributing communications.
activity. Risk management - Mitigation steps for any potential risks or roadblocks to successfully communications. Budget - Detailed budget breakdown by activity, channels, production costs etc. Approvals - Process for reviewing and signing off on communications materials internally before release. Relationship Between Communications.
Strategies and Plans The communication strategy provides the guiding framework and high-level plan. The communication strategy vs Plan][] The comm
at a high-level. Many specific communication plans can be derived from the overall strategy to execute communication activities. Plans offer detailed steps tailored to each initiative, while supporting the broader strategic goals. Regular reporting on plan results provides data to evaluate and evolve the strategy over time. Think of the communication
strategy as the guiding compass for the destination. Communication plans are the roadmaps that outline specific routes to take at different points in the journey. Communication strategies vs. plans: Strategy: Increase awareness and favorable sentiment toward our brand by
promoting our commitment to sustainable manufacturing among key stakeholder groups over the next 3 years. Plan: Goals: - Increase social media followers by 15% among target demographics - Achieve 2 million video views for our sustainability campaign - Improve brand perception survey scores by 10% Audiences: - Demographic profiles of target
social media and YouTube users - Email subscribers in our customer and investor databases Messages: - Our new eco-friendly packaging - How we prioritize water conservation in our factories - Profiles of our sustainability initiatives Channels: - YouTube video series - Blog content - Social media posts - Email newsletters Timeline: - Content
production schedule over a 3-month period Budget: - Breakdown of costs for video production, social ad spend, etc. Strategy: Improve employee engagement and internal communications by promoting transparency, accessibility and company culture. Plan: Goals: - Increase intranet traffic by 30% - Boost employee net promoter score by 5 points
Audiences: - Employee personas across offices, roles and seniority levels Messages: - Executive Q&A video series - Intranet content highlighting culture and values Channels: - Monthly CEO video updates - Revamped intranet - Slack discussions Timeline: - Phased launch schedule over a 6-month period Budget: -
Production costs, platform licenses, etc. When is Each Needed? Develop a communication strategy when: Defining the overall role of communications in achieving organizational direction or external
environment There is a need to tie communication goals with metrics and expected outcomes Develop a communication plan when: Executing specific communications activities across teams Timeframes, budgets and responsibilities must be defined
to manage initiatives Precise messaging and content tailored to each audience segment is required There is a need to track performance and ROI of communications tactics Getting the relationship right between high-level strategies and detailed plans ensures your organization has the fundamentals in place to communicate effectively and
consistently. With a thoughtful strategy guiding targeted plans, you can convey the right messages through the optimal channels to ultimately help propel your business goals. Strategic Plan, Marketing Plan, Communications Plan: What's the difference? A plan is vital for an organization to evolve from an entity made up of individuals completing tasks
strengths, weaknesses, opportunities, and threats; and provides direction for the organization for ward. A strategic plan is regularly revisited by leadership and evaluated. A strategic plan is regularly revisited by leadership and evaluated. A strategic plan is regularly revisited by leadership and evaluated.
communications plans. A marketing plan further defines an organization by identifying key differentiating factors and describes research-based approaches to meeting the organization's audience or ideal customer. The description of the organization's
target audience in a marketing plan is based on market research, focus groups, surveys, and other detailed analysis of the organization's product or service. It also describes where the customer is most likely found and what organization messages will most likely garner appeal.
Most importantly, market research reveals gaps in products or services that could serve as opportunities for an organization to gain a competitive edge. As a result, organization to gain a competitive edge. As a result, organization to gain a competitive edge. As a result, organization to gain a competitive edge. As a result, organization to gain a competitive edge.
programs for students or identify research areas that may differentiate the university from other competing universities. A communications plan typically comes after a marketing plan and integrates all forms of communications into one plan. Class
 Takeaways — Essentials of Strategic Communication FAQ What's the difference between communication strategy and communication plan? A strategy broadly outlines goals and objectives, whereas plans may be more detailed and focus on specific actions and deliverables. What is the difference between content strategy and communication plan? In
organisational terms, the content strategy is like the strategy is like the operational plan - providing long-term strategy and structure, and clear direction. The communication strategy is like the operational plan - providing short-term goals and activities. What do you mean by communication strategy is like the operational plan - providing short-term goals and activities.
message to your previously identified target audience. Every proper communication plan should clearly identify three crucial factors that directly impact the success of the strategy. What is in a communication plan? Communication plans define what information should be communicated, who should receive that information, when that information
should be delivered, where (e.g., email, social media, mail) communication will be shared, and how those communications strategy? A communication will be tracked and analyzed. What is a communication will be shared, and how those communications strategy? A communication will be tracked and analyzed. What is a communication will be shared, and how those communications will be tracked and analyzed.
you will talk to them, what form of communication the content should take and what channels you should use to share it. 1. What Is The Purpose Of Your Communication plan? A communication plan? A communication plan is a document that uses your strategy to create detailed and actionable steps your team can take to achieve your goals.
When you create this plan, you can think about how to implement your strategy? In a typical communication strategy, you might include details that help your team understand your goals for your area of communications
and elements that influence how you can implement your strategy. Some common sections are goals and objectives, your target audience and the purpose of your communication strategy is a long-term approach to how an organization communicates with
their target audience, and a communication plan is the specific steps used to execute that strategy gives the overall vision and direction for communication, while the plan breaks that down into smaller, manageable pieces. This article by Medium, does a great job at outlining the difference between a communication strategy and plan. To
summarize, your strategy defines the "why", while your plan defines the "how". Some other key differences highlighting in this Medium article include: Strategy is flexible, a plan is fixed. In other words, strategy is flexible, a plan is fixed. In other words, strategy is flexible than a plan which is typically focused on more granular
details and is more difficult to change on the fly. Strategy is ongoing until review, a plan is based on a timeframe for a specific project or season. Before you can undergo any planning, you need to know what the strategy is. This usually includes: Business objectives Brand objectives Brand objectives Brand objectives Brand objectives Brand objectives and risks Audience / audience
insight Once you're clear on what the overarching aim is, you can then start to think about how you're going to use this insight to reach your target audience, which will eventually lead to your communication plan. Your plan should include: Strategy overview Channels Tactics Timings Resource Key components of a communication plan. A typical
communications plan can be broken down into 5 sections. Stakeholder / Audience Objectives Message / Content Delivery Methods Frequency / Time It is also important to note that the creation of a communication plan once you begin implementing the plan. The
rest of this section will cover the key steps to create an effective communication plan. Throughout the rest of the module, various reflection questions will be posed for you to think about. It is suggested that you take notes as you move
through the next four sections to help you when it comes time to actually build your own communications plan? This is a question we get asked a lot. Is there a difference between a communications strategy and a communications plan? This is a question we get asked a lot. Is there a difference between a communications plan? This is a question we get asked a lot. Is there a difference between a communications plan? This is a question we get asked a lot. Is there a difference between a communications plan? This is a question we get asked a lot. Is there a difference between a communications plan? This is a question we get asked a lot. Is there a difference between a communications plan? This is a question we get asked a lot. Is there a difference between a communications plan? This is a question we get asked a lot. Is there a difference between a communication plan? This is a question we get asked a lot. Is there a difference between a communication plan? This is a question we get asked a lot. Is there a difference between a communication plan? This is a question between a communication plan a c
communications strategy is an essential element of any organisation's success, as it provides a roadmap for effectively communications strategy can help organisations to build trust, establish credibility, and promote their brand, story or
cause. A communications plan on the other hand, is a detailed outline on specific steps and activities that will be taken to achieve the objectives of a communications activities A clearly defined budget for said communications activities
Adequate resources to implement the communications activities, including personnel and technology Methods or parameters for evaluating the effectiveness of the communications activities So, your communications strategy comes before the communications plan. If you don't have a strategy, it may not be the best idea to start with a plan. Not
convinced? Allow us to elaborate further. Why you should start with a strategy Builds trust and credibility A clear and consistent communications strategy can help organisations build trust and establish credibility with their stakeholders. It enables organisations to communicate much more effectively and truthfully, thereby fostering trust and
reliability among key stakeholders. Aligns goals and objectives A communications strategy helps organisations to align their communications activities with their goals and objectives. By having a clear understanding of what they want to achieve, organisations can tailor their messages and activities to support their goals and objectives (i.e. with a
communications plan). Improves stakeholder relationships Effective communication is essential for building and maintaining relationships with stakeholders by providing a roadmap for regular and consistent communication. Promotes the
organisation's brand and vision A strong and consistent communications strategy can help organisations to promote their brand and vision, and differentiate them from competitors. By using well crafted messaging and tone, organisations can create a positive influence and impact in the minds of their stakeholders. Effective communication can
enhance an organisation's reputation by promoting transparency, reliability, and credibility, and credibility and credibility.
messaging reaches the right audience A well-developed communications strategy keeps you focused and aligned. It also ensures that you are more efficient in relaying important information to the right people, through internal and external communications. A good strategy respects your target audiences' differences, is precise, convincing and
persuasive. Okay, I'm convinced. What does a communications strategy should include the following basic components: The objectives of the communications strategy should be clearly defined.
including the specific stakeholders that your organisation wants to communicate with. The messaging of the communications strategy should be clear, consistent and aligned with your organisation's brand. The channels for communications strategy should be clear, consistent and aligned with your organisation wants to communicate with.
communications strategy. The communications strategy should include a plan for measuring the effectiveness and impact of the communications activities, including metrics and evaluation methods. Once this is in place, you can start thinking about a communications plan to implement your strategy. Bringing It All Together A communications
strategy and plan are both needed in organisations. It's important to get the order of business right first - starting with strategy, followed by a plan. Crack this, and you will have a clear, consistent, solid framework to communicate your organisation's overall objectives and vision. Illuminairre specialises in strategic communications development.
We've worked with companies of all sizes to co-create impact-focused, people-centric communication strategies that are aligned to business and sustainability goals. Our approach is consultative, ensuring each organisation's unique dynamic and needs are thoroughly understood and considered in the development process. Explore your
communications strategy with us. Skip to main content Powered by AI and the LinkedIn community Communication is vital for any organization, whether it is to achieve its goals, engage its stakeholders, or manage its reputation. However, effective communication requires a clear and coherent strategy and plan that aligns with the organization's
vision, mission, and values. In this article, we will explore the key elements and steps of developing a communication strategy and plan, and how they differ from each other. The most important factor in developing a communication strategy and plan, and how they differ from each other.
overall business strategy. If the business strategy is to build the brand, the whole communication strategy and plan will revolve around "branding" and brand awareness. If the business strategy is to maximize sales, the communication strategy is focused on
becoming the market leader with certain expertise, the communications strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around to establish the expertise of the business and its key personnel. 10 When making a communication strategy has to work around the expertise of the business and the expertise of t
Decide what you want to say. 4. Tools: Choose ways to communicate, like emails, press release, or social media. 5. Timing: Plan when you'll share the messages. 6. Feedback: Find ways to hear back from the audience. 7. Check: After a while, see if the plan worked and what you can do better. It's all about knowing what you want, how you'll do it, and
always trying to improve. 4 A successful communication strategy must start from what the business really needs. By tuning into what's happening within and setting goals accordingly, the strategy becomes tailored for real impact. Every step, from goal-setting to action, must link back to these needs. Instead of just checking off steps, this approach
integrates communication into the company's big plan, ensuring each activity and each activity activit
will this end state hold true? And what will be the glue that holds all the pieces in your communication, the style, the places you where and where you don't play. Think about it more like when you go through a strategy, and you do a SWOT analysis of the situation but from a communication
perspective. 1 Communications | Conservation | Research The success of a communication strategy lies not just in meticulous planning but also in flexibility and responsiveness to changing dynamics. Engaging storytelling, leveraging data-driven insights, and fostering a culture of open communication within the organization are vital components that
drive effective and impactful communication. A good strategy comes clear business objectives, but also a deep understanding of your target audience. Corporate (brand) initiatives. In 2024, the focus is on specialised and quality content
what message will get established when. It must also contain the challenges, competition analysis, budget and resources required. The end result is a successful year wherein your efforts help align with the company vision and aid segment growth. 3 How do you ensuring clear goals and expectations in your communication plan? A successful
communication plan requires more than just a list of activities; it needs clear goals and expectations for each initiative. Carefully assess whether the planned actions can truly achieve the overarching goals of the communication strategy. Ensure each activity contributes to the desired effect and that collectively they can create measurable impact
within the established evaluation timeframe. This strategic approach ensures your communication plan is more than just execution; it's a key component in achieving your strategy, follows it with a policy and then translates
the policy into a plan. It's easier to make a jump in this way. 2 Communications | Conservation | Research A comms plan needs to be realistic and relevant to your target audience. Many organisations want to be everywhere and do everything but when you spread yourself too thin, you can end up publishing weak and underdeveloped messages. Always
be prepared to share information over and over again to get your message across and anticipate gaps in knowledge across your audience. Everytime you craft message, ask yourself, what questions might this piece raise? And am I prepared to answer them? If not, go back and create more materials. Here I would borrow from the PESTEL tool while
doing an external communication scan. Politically, what are the salient issues when it comes to communication. Are you a multi-national? How do you synergize across these different political jurisdictions? Economically, what's the situation? 3 Context is essential for a successful communication strategy. Context not only provides a good
communication strategy and plan, but it also serves practical purposes. A situational analysis provides a foundation for comprehending the context. It may also identify issues, define prospective audiences and views, and assess the state of communication. Situational analyses may include interviews with key stakeholders, surveys, an environmental
analysis using PESTEL/EPISTLE, a competitive environment examination, a SWOT analysis, or an audit of present communication is truly the linchpin of any effective communication strategy. I like to think of it as creating personalized maps for a
diverse audience, each with its unique destination. Not only do you need to consider who they are, but also consider who they might be exposed to your message. If you have a podcast, if it's meant for working professionals, when do you think they'll listen to it and when do you want them to listen it? This will impact the topics you discuss, the time
you spent on topics and the overall tone of your podcast. Will they listen to it on their walk to work? Or on the weekends? Do they want think pieces or just the information? 1 One way to develop this audience map is to create a table with audience categories as the rows and the following columns or descriptors for each: -current
belief/knowledge/action -desired belief/knowledge/action -who influence do they consume their info -what are their awareness gaps -what degree of influence do they have over your ability to achieve your goals 1 Identify and prioritize your audience based on their attitudes, interests, influence, and power. This mapping will
come in handy when deciding on communication channels and creating key messages. SMART objectives are essential in developing communication strategies, catering to organizations ranging from global corporations to local businesses. However, conflating broader businesses aims with communication strategies, catering to organizations ranging from global corporations to local businesses.
goal, it's crucial to ask if it's solely linked to communication. Goals must be clear, jargon-free, and confined to the communication sphere. Straying into general sales or personnel targets can obscure strategy evaluation. True adherence to communication sphere.
themselves if you have taken the time and out adequate effort into listening and analyzing root causes. 1) first listen to a mix of stakeholders: understand their needs, ideas, feedback, experiences and expectations of your organization. Listen closely to your critics. Listen carefully to your competitors. 2) group common
themes 3) develop problem statements for each unique theme: what is the problem for your organization 4) now figure out why the problem exists. Look to Lean or Six Sigma practitioners for proven tools like fishbone or visual process mapping/identification of pain points. My favourite is 5 whys. Depending on
the scope of communication strategy you're writing, a need for an overarching theme or narrative might arise. This theme should become the needle that threads all key messages together into your communication fabric. The key messages and narrative should become the needle that threads all key messages and partially a need for an overarching theme or narrative might arise. This theme should become the needle that threads all key messages and partially a need for an overarching theme or narrative might arise.
goals. 7 Ensure key messages reflect both corporate objectives AND audience needs. I've observed that many communicators often try to pack enormous amounts of information into a few key messages (or pages of them), essentially rendering the messaging unusable. Write in plain language, be concise and - most of all - make the messaging
memorable. Key messages should be adaptable enough to be easily inserted into social media, speeches and prep notes for panel events/interviews. Ideally, they are so memorable that the audience repeats/remembers them. This is particularly important when communicating climate change and sustainability issues. Tie key messages together, as
others have noted, in an overall narrative. This also assists in drafting process. 3 Make sure that you know what change you want to create and who will be able to do it. Then envision the key messages as the tools to create and who will be able to do it. Then envision the key messages as the tools to create and who will be able to do it. Then envision the key messages as the tools to create and who will be able to do it.
afterwards. Change - whether brand, behaviour or other - is often not created by us directly, but in the interacton of our messages must be short, easy to understand and free of jargon. If they include figures, these must be up to date and well
referenced. If the key messages are for a speech, it can be helpful to provide the background to figures, in case of enquiries. Contextualise the key messages, if at an event try to strike a balance between the overall objectives / msgs of the event and those of the speaker / organization you are writing for. 1 Communications | Conservation | Research
Key messages are the essential information you need to convey to motivate and influence people to take your desired action. They are the stops along the way to converting your target audience. To craft good key messages, you need to anticipate their needs, wants, fears, obstacles, and opportunities. What is the most important information you can
convey in the shortest amount of time and in the simplest way? The fifth step of developing a communication mix should consider the strengths. Your communication mix should consider the strengths.
and weaknesses of each channel, the preferences and habits of each segment, and consistent across all platforms and formats. Internal Comms & Engagement at Choice Hotels In this stage, I like to use the M-A-O model from consumer psychology.
Here's how this might work for a new product launch: Motivation: Create messages that connect emotionally, getting people excited and willing to engage. For instance, share success stories of early adopters who can inspire potential customers. Ability: Equip the audience with essential resources. Develop user-friendly FAQs and tutorials to help
consumers understand the product. Opportunity: Ensure your campaign has the reach and trequency to hold attention. Host live webinars, offer exclusive previews to critical clients, and provide detailed release notes and tutorials across communication platforms. 4 In my experience, establishing specific time frames to measure has proven pivotal to
find success standards. For example, an email campaign can be measured by open rates upon receipt the day of, engagement through the first 48 hours and call to action (CTA) engagement through the first week after release. 4 The evaluation plan should be centred around research (formative, process, and summative), as well as well-developed
KPIs and metrics that are determined by the objectives. This is a space to share examples, stories, or insights that don't fit into any of the previous sections. What else would you like to add? The most important thing is to be flexible. The priorities can be changed as the challenges on the market can deeply affect the company or the organization. So
regardless of plans and goals that are so nicely made, be prepared that things sometimes don't go as smoothly as you think. In fact if we reflect on the past couple of years we should acknowledge that we should expect the unexpected, and that our communication plans can be totally changed. 5 Share — copy and redistribute the material in any
medium\ or\ format\ for\ any\ purpose,\ even\ commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The license terms. Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You
may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally
restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitsions necessary for your intended use. For example, other
rights such as publicity, privacy, or moral rights may limit how you use the material. Without the right approach to a communication strategy and plan, your efforts might end up in the dustbin, with you back at the drawing board. While great design, web and writing elements on their own make up the individual building blocks of a communication
strategy, at best they give marginal support to the core message, while at worst they take away and distract from the focus. Developing and deploying an integrated communication strategy and plan, is what gives context and meaning to the physical expressions of your message. It frames every piece of graphic, copy and online interaction into a
cohesive whole, sending a singular clear and creative message. If writing and design are the building blocks, crafting a clear strategy and plan is the foundation of your communication strategy and plan is the foundation of your communications. You might have noticed that I keep referring to both a communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and plan is the foundation of your communication strategy and your communication strategy are your communication strategy and your communication strategy are your communication strategy and your comm
arsenal. Understanding the similarities, but more importantly, the differences between each, will help you to conceptualise them more effectively, and commission them more effectively, and communications. Firstly in the world. Here's a couple of reasons why its important to differentiate between each, will help you to conceptualise them more effectively, and commission them more effectively, and commission them more effectively in the world. Here's a couple of reasons why its important to differentiate between each, will help you to conceptualise them more effectively.
while I understand that it might come down to mere semantics for some, we work in an industry where words matter. Taking the time to understand the need, nature and eventually create the mediums for consistent communication success. Then,
increased complexity in the areas of communication, public relations and marketing have forced the categories of a strategy and plan into two similar but seperate directions. Having a firm grasp on each will enable every serious communication, public relations and marketing have forced the categories of a strategy and plan into two similar but seperate directions. Having a firm grasp on each will enable every serious communication, public relations and marketing have forced the categories of a strategy and plan into two similar but seperate directions.
our understanding of our craft, we must develop increased capacity for the subtle differences in application. Just like the clichéd story of the Eskimo's and their 50 words for snow, we need to stretch our vocabularly when it comes to expressing the intricate science of that which takes up so much of our time and attention. Through our work in
communications over the years, we have slowly but surely figured out the differences between a strategy and a plan. Going through the thinking process in putting our learnings to paper, has helped us in understanding it more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly, and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and enabled us to develop it with more clearly and e
mixed in with our own experiences, here is what we have learned. A communication strategy is a solution to move from where you want to be — or put another way, it is what you want to happen to achieve a specific end. A strategy is a type of solution that deals with uncertainty. It raises the probability that we will reach our
destination in good form, and it does so mostly by creating the conditions that favor success. It includes statements of intent, is purposefully unspecific, and speaks to the overall direction. A communication plan, on the other hand, deals with the specifics at hand. It is a programme, scheme or arrangement for a very definite purpose. It is concrete in
nature and doesn't allow for deviation. At its most basic, a communication plan is a written account of an intended future course of action, aimed at achieving a specific goal within a predetermined timeframe. When comparing a strategy and a plan, we see that our strategy helps us understand what it is we want to do, and our plan lays out how we
will practically go about doing it. As you see, in the areas of communication architecture and design, being intentional with both your strategy and plan, is absolutely crucial in making sure your organisation communicates effectively [through a strategy] and efficiently [with a plan]. Now that we've talked through the overarching characteristics of a
strategy and plan, let's zoom into some of the main differences, and how they work together to create a complete communication strategy is about high level thinking; a plan is about ground level execution. For the most part, a communication strategy is about high level thinking; a plan is about ground level execution. For the most part, a communication strategy is about high level thinking; a plan is about ground level execution.
close input of the top level management of an organisation. On the other hand, the specialists in those areas. Understanding the levels at which each of these tools gets developed and deployed, will make for healthy boundaries and a happy workforce. "Never tell people how to do
things. Tell them what to do and they will surprise you with their ingenuity." — General George S Patton. A strategy points us in a general direction, a plan acts as a detailed step-by-step guide. Confusing the flexibility of a strategy with the steadfastness of a plan, will most definitely lead to communication.
confusion and end up derailing the whole process. Good advice would be to remind the team to hold back with the specifics when planning. A strategy answers the question of 'why' and 'what'; a plan answers the question of 'how'. As mentioned above, understanding the application
of each specific action will helps us to manufacture and monitor it at the best level. Constantly remind yourself of the purpose of either the strategy or plan, so as not to get too far of course and muddy the communication waters. A strategy or plan, so as not to get too far of course and muddy the communication waters.
to a communication strategy is akin to fitting the proverbial square peg into the round hole. The strategy is how we do everything all of the time, while a plan is what we're going to do before a certain time. While our strategy might determine that we plan is what we're going to do before a certain time. While our strategy is how we do everything all of the time, while a plan is what we're going to do before a certain time.
to 'complete the first draft and review of a blog post by next week Friday'. Although a timeframe and deadline makes no sense in the context of a plan. Although we haven't talked about processes yet, they act
as yet another level of 'planning' your communications output. On a more granular level, the communication plan might need some specific steps or sequences to be laid out, which we then refer to as processes. Without a plan, constant processing will bog down and quickly incapacitate the communication effort, while consistent planning without these as processes.
broader context of a strategy, will lead to misdirected and reactionary communications. First determine the strategy that serves the business goals, then draft the plan that supports the strategy, then fix the processes that enables the plan that supports the strategy, then fix the processes that enables the plan that supports the strategy that serves the business goals, then draft the plan that supports the strategy that serves the business goals, then draft the plan that supports the strategy that serves the business goals, then draft the plan that supports the strategy that serves the business goals, then draft the plan that supports the strategy that serves the business goals, then draft the plan that supports the strategy that serves the business goals.
confusing messages, being infinately more busy than productive, while constantly talking to our audiences, but never actually communicating applications for communication strategies and plans, we can produce and practice them for the
continued benefit of our organisations. Leading up and guiding the visionary, business, financial and administrative expressions of our teams into clearer understanding of strategies, plans and processes, as well as to how they translate in a communication context, will pay huge dividens as we strive to better understand our organisation's identity and
purpose, and consistently communicate it with creativity and clarity. If you're ready to take practical steps towards improving your corporate communications, whether it includes strategies, plans or processes — make sure to subscribe below, or even better, contact us directly for some hands-on guidance. We have also developed a simple but
effective communication framework that will enable your organisation to build meaningful [read: profitable!] and sustainable connections with all stakeholders. It is yours for free, if you're interested. If you're in the Western Cape or Gauteng regions, lets meet — coffee is on us. Style of organizational communication This article has multiple issues
Please help improve it or discuss these issues on the talk page. (Learn how and when to remove these messages) This article is written like a personal reflection, personal essay, or argument about a topic. Please help improve it by rewriting it in an
encyclopedic style. (September 2023) (Learn how and when to remove this message) This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. Find sources: "Strategic communication" - news · newspapers · books · scholar · JSTOR
(January 2025) (Learn how and when to remove this message) (Learn how and when to remove this message) (Learn how and mulitaries seeking to communication by an organization to reach a specific goal.[1] Organization to remove this message) (Learn how and when to remove this message) (Le
their organizational or strategic goals will use strategic goals. Strategic
communication can either be internal or external to the organization. The interdisciplinary study of strategic communication, management, military history, mass communication, PR, advertising and marketing.[1] Strategic communication refers to policy-making and guidance for consistent information activity
within an organization and between organizations. Equivalent business management terms include integrated (marketing) communication, organizational communication communication communication communication communication communication communication communication communication co
developing, and eventually executing communication needs and overall effectiveness.[2] Strategic communication management could be defined as[further explanation needed] the systematic planning and realization of information flow,
communication, media development, and image care on a long-term horizon.[citation needed] It conveys deliberate messages through the most suitable media to the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to and achieve the designated audiences at the appropriate time to contribute to another the appropriate time to contribute the appropriate time to achieve the achieve the
three factors into balance: the message, the media channel, and the audience.[3] In academic contexts, strategic communication has been analyzed through various conceptual frameworks, including the "5 Ps" model—plan, pattern, position, perspective, and ploy—adapted from Henry Mintzberg's work on strategy and further developed in
communication research.[4][5] This perspective is further elaborated in Strategizing Communication: Theory and Practice, where Ib Tunby Gulbrandsen and sine Just explore how communicative action and reflexive strategy-making are intertwined within the logic of the 5 Ps framework.[6] In business and commercial settings, strategic
communication is communication aligned with the company's overall strategic positioning. [7] Strategic communication, sometimes known as public relations, is a conscious, planned, and ongoing effort made by organizations. The goal is to create a receptive environment for improving cooperation, reducing conflict, and
marketing products or services. Main articles: Propaganda and Psychological warfare The U.S. government outlines its use of strategic communication as "government efforts to understand and engage key audiences to create, strengthen, or preserve conditions favorable for the advancement of United States Government interests, policies, and
objectives through the use of coordinated programs, plans, themes, messages, and products synchronized with the actions of all instruments of national power."[8] Further, in the US DoD's Principles of Strategic Communication," Robert T. Hastings Jr. (2008), acting Assistant Secretary of Defense for Public Affairs, described strategic communication,
as "the synchronization of images, actions and words to achieve a desired effect." [citation needed] NATO Policy defines its strategic communication as "the coordinated and appropriate use of NATO communications activities and capabilities - Public Diplomacy, Military Public Affairs, Information Operations, and Psychological Operations, as
appropriate - in support of Alliance policies, operations and activities, and in order to advance NATO's aims". Strategic Communication is a process that supports and strengthens efforts to achieve objectives.[9] It guides and informs decisions rather than the organization. Considerations of Strategic Communication should be integrated from the early
planning stages and be followed by communication activities.[10] Steve Tatham of the UK Defence Academy offers an alternative view of strategic communication is desirable to bind and coordinate communication together, particularly from governments or the military, it should be viewed as something
communications" (plural) refers to the actual process of communicating, which includes target audience analysis, evaluation of conduits, measurements of effect, etc.[citation needed] Strategic communications to integrate their disparate messaging efforts. It allows them to create and share
communications that, while varying in style and purpose, maintain an inner coherence.[citation needed] This can reinforce the organizational message and brand. Strategic communication is strategic when it is consistent with the
communication by an organization to fulfill its mission.' [11] The Strategic Communications Framework uses an objective that aims to communication of the specific content will help achieve the business goal clearly. While communication is something that happens in the organization, businesses that
implement strategies impacting the effectiveness of their business communication can be communicated through various channels and media.[12] The growth of technology has accelerated communication and allows customers to
connect and communicate with others. This can make it easier for them to reach each other through a type of communication that suits their needs. Mulhern (2009) states, "These changes mean that marketers are in a far more challenging competitive environment in attempting to fulfil customers wants and needs, while simultaneously seeking to
develop long-term relationships.' Changes in communication will help communication goals, organization, and communication tactics used in a business for their audience. To have an object, the first thing to do is have a plan for the business to communicate how the business is
 formed and to see now strong its core is. Ensure that alignment with the organization's understanding of where it is currently at. An approach that could be used to determine the current state of the objective, is to do a SWO1 (Strengths, weaknesses, Opportunities, and I hreats) analysis, citation needed when using a SWO1 analysis, the strengths
and weaknesses must be realistic. This is to help make improvements or adjustments that were not effective. The analysis will help get a better understanding of the business and will help plan and make the objectives more solid because it shows the strengths, weaknesses, opportunities, and threats the business is facing. This helps decide where the
currently business is and where it will be in the future. Planning is a continuous process that involves research, analysis, execution, and assessment. Success in this process requires diligent and continuous process that involves research, analysis, execution, and assessment.
needed] Have interviews with the customers to learn their priorities and what goals they want to achieve with the organization. Having a good understanding of the business issues will allow the organization to offer effective solutions that will help the objective. Ask questions to see what the customer's aim is, with the main goal of focusing on what
needs to be achieved and done and not what he/ or she wants. Tailoring messages to specific stakeholder groups can increase their effectiveness since it perfectly demonstrates an understanding of their priorities and concerns.[14] 'Sustainability calls for a value chain approach, whereby firms need to take wider responsibility and collaborate with a
range of stakeholders to ensure that unsustainable practices are addressed'.[15] Objectives should have a specific end points to provide an indicator of success. Understanding of what is happening around the organization will ensure that
planning the marketing strategy will be easy because the vision ensures the objectives are SMART. Objectives are effective when using SMART goals: they need to be specific, measurable, achievable, realistic, and time-sensitive. Have assignments for
individuals or groups so the responsibilities for each of these objectives are already set and no adjustments are needed because they have been assigned to a specific individual or group has an assigned direct preliminary objective. They will need to develop a range of
possible strategies and tactics to achieve the objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers, and have tactics that will support these strategies and objectives given out by the business and its customers.
organization. The discussion must be about the strategies that will most likely be able to be used and those that are unlikely to be used. Some strategies will be crossed off the list. This shortens the list and helps to round up the best strategies left to be used.
Collectively decide which strategies and tactics are going to be pursued to provide a clear objective for the business. The main focus is to achieve the objective and what is needed to be focused on.
[citation needed] Explain how it will be successful, how it is measured, the time frame and who will be responsible. Planning does more than help a business achieve its objectives; it also improves communication within the group. Everyone
should be assigned a responsibility so that these strategies and tactics are met. Strategies and tactics are met are communication is subject to multinational CD&E,[17] led by the military, because communication is applicable to crisis management and compliance strategies.
comprehensive approach context, the function of strategic communication and its military tool for implementation - have evolved and are still under development, in particular concerning their exact delineation of responsibilities and the integration of non-military and non-coalition actors. Three major lines of development are
acknowledged as state of the art, with practical impact on current crisis management operations and/or multinational interoperability: (1) U.S. national developments, which one can argue have resulted in the most mature concept development,
which in the case of strategic communication is very much driven by current mission requirements (such as ISAF in Afghanistan), but also has benefitted from multinational CD&E projects such as the U.S.-led Multinational Experiment (MNE) series and the Multinational Information
Operations Experiment (MNIOE), led by Germany [citation needed] Intensive discussions involving civil and military practitioners of strategic communication - have questioned whether an updated approach and definition of strategic
communication is required. [citation needed] Consequently, a reorientation of CD&E efforts was suggested, focussing on "Integrated Communication," which reflects the shared baseline assessment with a broader scope, including but not limited to strategic communication: the ineffective top-down approach to communication (mission-specific,
strategic-political guidance for information activities; information strategy; corporate vision; shared narrative) and the insufficient horizontal and vertical integration of communication (cohesion of a coalition; corporate vision; shared narrative) and the insufficient horizontal and vertical integration of communication (cohesion of a coalition; corporate vision; shared narrative) and the insufficient horizontal and vertical integration of communication (cohesion of a coalition; corporate vision; shared narrative) and the insufficient horizontal and vertical integration of communication (cohesion of a coalition; corporate vision; shared narrative) and the insufficient horizontal and vertical integration of communication (cohesion of a coalition; corporate vision; shared narrative) and the insufficient horizontal and vertical integration of communication (cohesion of a coalition; corporate vision; shared narrative) and the insufficient horizontal and vertical integration of communication (cohesion of a coalition; corporate vision; shared narrative) and the insufficient horizontal and vertical integration of communication (cohesion of a coalition; corporate vision; shared narrative) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insufficient horizontal and vertical integration (cohesion of a coalition) and the insuf
participatory communication). This change should prevent false expectations of potential customers of resulting communication. [citation needed] Audience analysis Brand management Impression management Marketing communications Media
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