

Internal Marketing Strategy Template

1. Objectives of the Internal Marketing Plan(IMP)

A very a short summary/statement of the IMP

This should be the publicity 'pitch' for the product or service – concise, clear, engaging, and user friendly.

2. Communications objectives, principles and key messages

A clear detailed statement of the objectives in communicating, the principles underpinning this strategy and your key messages. These should be aligned with the objectives of the IMP.

3. Key Audiences

Who are you communicating with – a detailed description of your key audience and user groups. What are your priorities? Include what they already may know about you – e.g. people and subject. What do you think they should know? Break down the users into sub categories and add contacts.

4 Target audience ranked by importance

Preferred/appropriate channel of communication

How are you going to communicate, what is the most appropriate channel – a newsletter, links, meetings, focus groups, networking lunch, workshop, email alerts, news bulletin, website, promotional literature or video?

You will probably have several channels that are appropriate

5. Achieving your objectives – working project plan

Full details of all the relevant communications activities developed into a working project plan with deadlines and responsibilities. Remember to include key milestones and review dates, think carefully about cost, include staff and consultants, also how will you evaluate success? Below are some suggested groupings, the table is led by activity but you may well want to have one for each year of activity.

Communications plans are living documents and will need regular reviewing and updating.

Activity	Budget /resources	Deadline/time frame	Success criteria
Internal PR			
Subtotal			
External PR			
Subtotal			
Publicity materials			

Subtotal			
Total			

6. Evaluating Success

How will you know if you have succeeded and met your objectives? How are you going to evaluate your success, what performance indicators and evaluating measures will you use.