

# Developing Effective Communication Plans

## The 6-Step Process

Below is the 6-step process to be used in conjunction with the “Developing Communications Plan” Worksheet that will help you create a time-based, multi-media Communications Plan.

### **Step 1**

Define the communication pieces (emails, text messages, phone calls, direct mail, etc.).

### **Step 2**

Create and/or gather the communication pieces.

### **Step 3**

Identify the attributes/data required to create the filter(s) that will be attached to each communication piece.

### **Step 4**

Decide the sequence/amount of time between the communication pieces.

### **Step 5**

Create the necessary filters for each communication piece.

### **Step 6**

Queue the communication pieces and attach to the appropriate color-coded communication plan.