

C. I. I. ca... a... ..

Step 5: What is your call to action (CTA)?

This is the clear, concrete action people can take that facilitates the communication objectives, and can vary over time and communication channels.

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CALL TO ACTION

AUDIENCE :

1. _____
2. _____
3. _____

Step 6: What is your communication content and formats?

These are the promotional materials and content that support the activities above.

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CONTENT & FORMATS :

Step 7: What are your success measures?

These are quantitative measures that primarily assess the communication process.

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M 
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M 

KEY MEASUREMENTS (for each call to action/ objective):