



# The Four Point Communications Plan

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Every communications need has four basic components: **Market, Mission, Medium and Message.**

Crafting a plan to tell your story starts by considering each in turn.

## 1 Market

This is your audience (and there may be several)—the people who will buy your widgets, attend your events or donate to your cause. Markets are many and diverse. Know which ones you want to reach before considering what to say to them.

- *Every communications plan starts with a list of markets, or audiences.*

## Mission

Not just your *mission statement* but how it operates in the real world. Your mission is the business of what you do, whether it be corporate, charitable, governmental or educational. It is every service, program, product, or event that bears your name.

- *Know each part of your business well, and decide which parts will be points of focus for the year ahead.*

## 3 Medium

Never have so many routes or such speed carried your word to the masses (or to the one, as a key market might be). Let the audience guide your choice of channels, and reach people where they are. If using social media, choose them specifically for each target audience. Print or broadcast? Ask first: Which forms reach moms at work? Dads at home? Kids in classrooms?

- *Be selective of the various media available. Tailor choices first to fit your market, then to fit your budget.*

## Message

There are as many ways to say it right as wrong, and the difference can be disastrous. Avoid disaster by choosing the right messengers. Is she better at press releases than slogans? Is he better at slogans than graphic design? Select the best person for each style of message and give them what they need to succeed; avoid messaging by committee.

- *The messaging comes last because what we communicate is improved and informed by our markets, missions and media.*