



STRATEGIC COMMUNICATION PLAN

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Praxis Communications

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Executive Summary

COMPANY is uniquely positioned to capitalize on a market that has seen rapid change in the last two years. It is not only a question of talent and skill but also of making COMPANY stand out from its competitors. We, at Praxis Communications, can assist COMPANY with this challenge. Through our plan, we aim to build COMPANY's brand image into one that accurately portrays the company's values and strengths.

Praxis Communications has developed a three-month strategic plan that COMPANY can apply during the first quarter of 2022. The goals are to:

- increase COMPANY's webinars audience and maintain the 10% customer conversion rate, so that COMPANY increases its client base
- raise awareness of COMPANY's portfolio between existing clients

To achieve it, we have focused on LinkedIn which is COMPANY's major source of clients. Through a LinkedIn Marketing Campaign, we will target two buyer personas that we have identified: HR and Business managers.

The tactics will consist of different actions in three types of media:

- Earned media: LinkedIn mentions of COMPANY on client's platforms
- Shared-Owned media: newsletter and content marketing posts
- Paid media: three ad campaigns

The success of these tactics will be easily assessed comparing the data analytics with the five objectives detailed on page 12.

Finally, this strategic plan will enable COMPANY to become a leader in coaching, training and recruitment in the Swedish market, as well as make progress towards international markets.

Sincerely,

Praxis Communications

Introduction & Research

DISCUSSION

In order to portray an accurate, achievable and timely campaign, we have used a wide range of sources. The primary research consists of meetings with the client and data that COMPANY has provided to us, as well as a content analysis of COMPANY's social media channels and owned media. The secondary research comes from a broad spectrum of academic and professional articles that relate to COMPANY's business and target markets.

PRIMARY RESEARCH

Client briefs with COMPANY

**Content analysis of website, social media channels
and current strategy**

SECONDARY RESEARCH

Business, marketing and strategic communication academic sources


Analysis of case studies

Analysis of HR Managers desires, needs and behaviours


Analysis of Business Managers desires, needs and behaviours

Communication audit: visual identity & practices


Key Insights




COMPANY has a broad portfolio and, therefore, many potential clients. However, the way the portfolio is currently structured might make it harder to navigate through it.




COMPANY offers very relevant products, especially in the current organisation and business climate. This should be capitalized upon by targeting key stakeholders. [3]



In Sweden, there is an increased awareness about how work culture, mental health and happiness in the workplace enhance productivity. COMPANY is in a prime position to use this to their advantage. [4, 5, 6]



COMPANY should target younger leaders in HR and management as their attributes strongly align with COMPANY's values. [7]



COMPANY has seen a lot of success using LinkedIn. LinkedIn is also popular amongst their target market. [2] Thus, we will build on that success by focusing on this social platform.

Situation Analysis



COMPANY IN SWEDEN

COMPANY has a solid operation within Sweden, with more than 90% of their clients returning. COMPANY's expertise and well-received products by partner companies have resulted in COMPANY's success. This has allowed ongoing collaborations with different organisations through strong partnerships, as well as the expansion of operations since current clients are recommending COMPANY's services to other companies. COMPANY's main strength is their broad portfolio. However, it can also cause confusion for clients and lead to over choice or option fatigue.

COMPANY ABROAD

COMPANY has a small presence internationally. One of their main goals is to expand to four more countries within the next five years. Before extending their presence within the international market, COMPANY should consider strengthening their brand in Sweden, especially by establishing clear communication practices. This would also prepare COMPANY for competing with multinational organisations. Enhancing COMPANY's digital presence can be an interesting approach to gaining the attention of international clients.

ONLINE PRESENCE



9

seminars
per year
on average



92

participants
per seminar on
average



95%

of participants
come from
LinkedIn



10%

conversion

COMPANY'S VISION

COMPANY aims to create a better world by increasing people's awareness and by "opening their hearts" to a more empathetic and holistic perspective.

COMPANY wants to be the best at developing businesses through deep-rooted and sustainable changes, where people find their full potential and become the best version of themselves.

COMPANY emphasizes that strengthening values, morals and ethics will lead to a stronger inner compass and self-leadership. To COMPANY, honesty and openness will lead people towards their own visions, goals and dreams.

COMPANY'S MISSION

COMPANY sees their mission in building bridges between the business world and people who live in social exclusion.

COMPANY wants to save people from social exclusion and create circumstances where they can blossom. Through this, COMPANY wants to foster sustainable social change.

Contribute to a better world through their charity and in collaborations with schools, parenthood, mentorship and other integration initiatives.

Eventually, COMPANY aims to put social sustainability projects on the map throughout Sweden, as well as on an international level.

SWOT-Analysis

Following primary research through client brief meetings with COMPANY and a secondary analysis covering various HR and business management resources, the following strengths, weaknesses, opportunities and threats were identified:

STRENGTHS

- Broad portfolio and up-to-day and relevant services
- Positive feedback from clients
- Good customer conversion rate [19; 20]
- Reasonable outreach on LinkedIn

WEAKNESSES

- Lack of contact with paid and earned media
- Little focus on results in the portfolio content
- Low engagement with LinkedIn content
- Awareness of COMPANY's portfolio between new and recurring clients could be improved

OPPORTUNITIES

- High interest in hybrid/remote work and (self-)leadership [8,9]
- 55% of decision-makers use LinkedIn to inform themselves; for 52% it has the biggest influence [2]
- 94% of B2B marketers read professional content on LinkedIn [2]
- Sharing content helps improving credibility [26, 28]

THREATS

- Other companies offering smaller but more tailored services [28]
- Competitive digital environment with SEO becoming increasingly important [29]
- Bigger competitors
- No in-house communications department

Target Segments

To pursue the opportunities discussed above, it is vital to identify who COMPANY's target audience is. Well-defined buyer personas will help COMPANY achieve its specific goals and objectives. Clear key messages can also be used to create interest from these buyer personas.

MAIN TARGET AUDIENCE: SWEDISH BUSINESS PROFESSIONALS

Mindfulness, emotional intelligence, self-leadership and hybrid work environments are relevant topics in the current evolving professional sphere. COMPANY offers training on all these topics and should, therefore, aim to work with young professionals that hope to improve themselves and their places of employment in the post-COVID-19 era. [3]

HR-managers in particular

Health is a major concern for HR-professionals in Sweden today as it has been related to increased performance and productivity in the workplace. [4, 5] Organizational culture is also of growing interest to HR-managers and how it can affect employee retention and mental health. [6]

It is clear that COMPANY's training address these topics and, therefore, the company can capitalise on that. Since COMPANY aims to work with individuals that share the organisation's values, it is essential to focus on HR-managers who align with what COMPANY's courses and seminars teach.

Persona 1: HR-manager Lisa

- is actively looking for the latest trends in HR and business on social media and online
- works for a company that has had to adjust as a result of the COVID-19 pandemic
- is concerned with physical and mental health, both for herself and her team



Business managers in particular

Young entrepreneurs in Sweden or CEOs with smaller companies should be considered key stakeholders for COMPANY because young leaders possess many of the traits that COMPANY are looking for in their customers. Studies show that they are typically welcoming to change, receptive to feedback, and dedicated to continuous improvement. [7] These traits align well with COMPANY's objectives and products.



Persona 2: Business manager Karl

- wants to improve himself and his employees
- looks for the most recent trends in research that can help him and his company
- is interested in moving forward in the post-COVID-19 world and is actively looking for new ways to progress

Problem Opportunity Statement

COMPANY's webinars announced on LinkedIn are the main source of customers. Currently, the webinars have a great conversion rate of 10%. However, existing and potential customers seem to be unaware of COMPANY's extensive portfolio. Moreover, engagement on COMPANY's posts could be better to increase the outreach and create a sense of customer satisfaction. A plan focused on LinkedIn will help increase COMPANY's client base.

GOALS



Increase the number of attendees of COMPANY's webinars and maintain the 10% customer conversion rate.



Build awareness for COMPANY's wide portfolio among existing customers.

STRATEGIC CREATIVE CONCEPT

A LinkedIn Marketing Campaign will position COMPANY as a referent firm in B2B training and hiring in the Swedish market due to COMPANY's portfolio, demonstrated expertise, and results.

Besides, having a strong digital presence is essential these days because business leaders rely on online research before buying training schemes, especially via LinkedIn for B2B. [1, 2]



Objectives

A

Increase the number of attendees at COMPANY's webinars to at least 200 after the three months of the strategy implementation.

B

Increase the views of COMPANY's LinkedIn posts to 25.000; the unique visitors to 300; and the new followers to 200 per month after the three months of strategy implementation.

C

Increase mean engagement on COMPANY's LinkedIn posts by 3 comments and 15 likes or reactions after the three months of strategy implementation.

D

Maintain the 90-95% repeating clients rate after adding the new customers from the three months of strategy implementation.

E

Create a newsletter and entice at least 20% of COMPANY's subscribers to open and read it over the course of the three months of strategy implementation.

(Rationale for objectives can be found in the Appendix)

Campaign Message

The campaign message will function as a tool for the realization of the campaign objectives. It highlights the strategy of the campaign by communicating clearly to the two buyer personas in a way that will make them more likely to engage with COMPANY and their products - a call-to-action. Additionally, one customized message has been created for each of the two personas to indicate the value Lenzo can bring to their organizations.

**COMPANY is your
business partner
for your training
and hiring needs**

HR-manager Lisa

COMPANY will help your company embrace mindfulness, mental health and the changes brought by the post-COVID-19 era.



Business manager Karl

COMPANY will help you become a role model leader and make your company a competitive and forward thinking workplace.



Tactics

The PESO model is a basic categorization of the different types of media present in an integrated communication strategy. [16] Through clever use, each media reinforces one another. The model can be divided in the following manner:

Earned Media

Media content about a company produced by external sources. Typically connected to a brand's authenticity.

Shared-Owned Media

Media content produced internally either on owned websites or on social media.

Paid Media

Media content that has been paid for.

| | Type of media | | |
|--------------------|---|---|--|
| | Earned Media | Shared-Owned Media | Paid Media |
| Tactic | Seminar attendees sharing their experience | LinkedIn content marketing & newsletter | Native LinkedIn ads through 3 ad groups |
| Main Purpose | Build brand and portfolio awareness (new clients) & credibility & expand COMPANY's digital network | Build awareness and interest in COMPANY's products & outreach | Drive target audiences to COMPANY & a correct product choice |
| To reach the goals | <ul style="list-style-type: none"> • Increase awareness of COMPANY's portfolio • Increase attendance rate at COMPANY's webinars | | |

CREATING THE DESIRE

COMPANY needs to engage with seminar attendees on a next level to raise brand awareness and attract new clients. Word of mouth reputation will help new clients learn about COMPANY from trusting sources, as seminar attendees will talk about COMPANY in their newsletters and LinkedIn posts.

To motivate seminar attendees to *share the experience*, it is essential for COMPANY to create a desire in them. The desire to acquire a freebie, a piece of exclusive content from the seminar, will entice attendees to mention COMPANY in their newsletters and share their experiences in their LinkedIn posts. [22] As a result, more new people will hear about COMPANY's services and portfolio.

"According to Statista, 47% of people want weekly promotions from their favorite brands and 52% prefer to be contacted by email (newsletter) [18, 21]."

PURPOSE OF THE TACTIC

- Expand COMPANY's network as more people learn about the company
- Increase COMPANY's brand credibility among their existing network
- Increase the company's positive reputation
- Expand the seminars' visibility and accessibility to more people
- Focus on results

PRE-PLANNING

- Create/Decide on short bonus content (freebie)
- Announce the movement on LinkedIn with the hashtag #sharetheCOMPANYexperience [11]

CREATING EFFECTIVE CONTENT

Owned media are those channels that COMPANY creates and controls. In our tactics, we focus on COMPANY's LinkedIn page, which will include posts and newsletters. The benefits of owned content are its control and high flexibility for the brand's positioning. [11]

Social media make it easy for sharing different kinds of content. Thus, LinkedIn is approached here as both shared and owned media. Moreover, this platform is considered to be a strategic choice because its importance for B2B content marketing. [2, 11]

The main goals sought are:

- Building awareness and interest on COMPANY's products.
- Increasing their audience outreach on LinkedIn through the encouragement of engagement.

To achieve them, the tactic involves two campaigns:

- Content marketing
- Newsletter

KEY ELEMENTS

- LinkedIn posts: aesthetic, content and #campaign
- LinkedIn newsletter
- Contribution and conversation

CONTENT MARKETING

By contributing knowledge on the topics, we increase interest in Lenzo's product and their expertise. Simultaneously, we increase awareness of the portfolio. According to data, 94% of B2B marketers rely on LinkedIn to read professional content and, for more than 50%, it is the most important source to make a final buying decision. [2]

It is essential, though, that the content contributes to sharing and creating knowledge and not just selling the company's products. [26, 28]

Using hashtags is also a great way to enhance the sharing and engagement rates of LinkedIn posts.

Why should we use hashtags? [17]

- Connect with other professionals who share your interests
- Foster authentic connections within your community
- Establish your credibility and expertise
- Reach people who value your insights



Tips!

- Posts with photos get 2x more engagement. Thus the importance of investing in a image stock [25,33]
- Posts with videos are 20x more likely to get re-shared [25]
- Questions in the posts engage readers on conversations [26]

Example of a post on LinkedIn [23]

A simple technique that will help leaders boost innovation 🧠

Aren't leaders there to answer all the questions? Do you feel an intense urge to solve all your team's doubts? Maybe you should think it twice.

By answering questions all the time leaders:

- Discourage employees to think-out-side of the box
- Prevent innovative solutions

What can you as a leader do?

👉 Lead by asking questions yourself: employees will help each other and will come up with innovate and shared ideas. This, in turn, will increase their self-esteem and build their team cohesion

💡 Ask empowering questions: do not ask employees how did they cause that problem but rather if they see any new possibilities and how they solved similar issues in the past. Such questions will focus your employees mind in finding solutions and have a more positive mindset.

👥 Establish a lead-by-questions culture

Have you ever tried this technique? Is it working out well? Let us know in the comments! 🙌

And remember that we have team development and leadership trainings onsite and online to help your organization thrive (link) [#leadership](#) [#training](#) [#InsightsLZ](#)

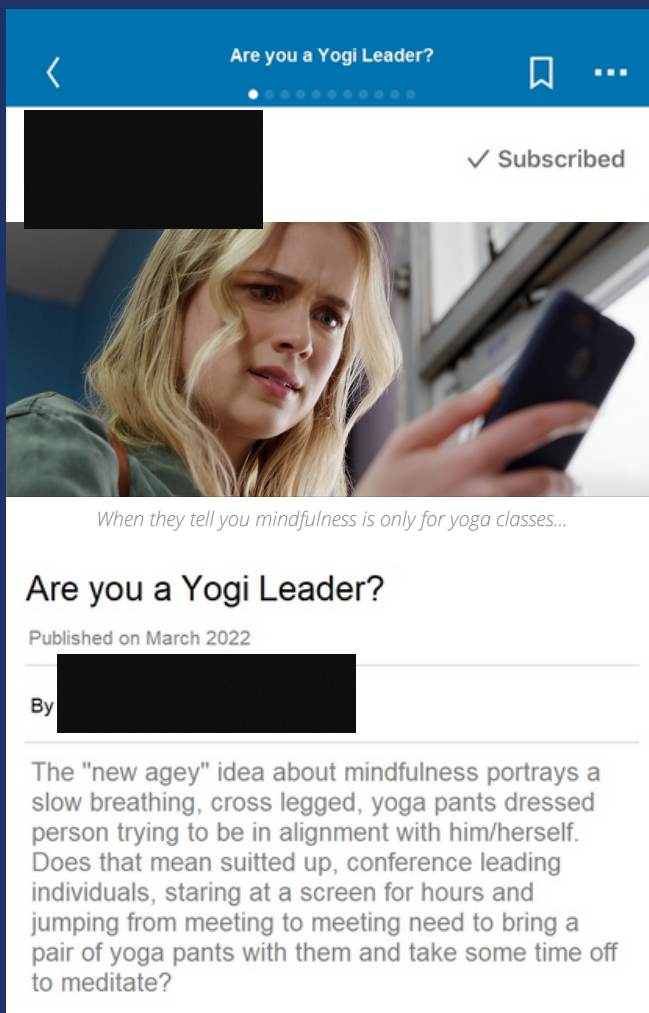


COMPANY'S NEWSLETTER

According to 85% of advertisers, newsletters are a great way to establish relationships with clients and will become an essential tool to promote engagement in the future. Some factors that make newsletters strategic for COMPANY: [13, 14, 15]

- they build on the idea of contribution
- they establish long-term relationships and stimulate repurchases
- they attract potential new customers
- they have more visibility than normal posts

Example of a newsletter



Tips!

- Knowledge-sharing style → show your expertise and potential
- Google indexes newsletters → potential of using keywords
- Daily, weekly, bi-weekly or monthly creation [15]

CATCHING THE RIGHT PEOPLE

Three LinkedIn digital advertising groups, based on the division of COMPANY's portfolio, are at the root of the strategy. Each ad group will funnel the buyer personas to the most appropriate product for them and their organization. The 10% conversion rate from Webinar to Client is already at a positive level [19, 20], therefore the primary goal is to increase the attendance of potential clients, thereby increasing COMPANY's number of paying clients.

KEY ELEMENTS

- Three ad groups - one for each of COMPANY's packages
- Using LinkedIn - a platform that already works for COMPANY
- Constructing efficient ads
- Using the right keywords to attract the buyer personas Karl and Lisa

THREE AD GROUPS

These three ad groups are a division of COMPANY's current portfolio. The reasoning for this is threefold:

- Firstly, by COMPANY's admission, current clients seem to be unaware of COMPANY's broad expertise. A division into clear categories of COMPANY's current portfolio helps clients efficiently navigate the offered services based on their needs.
- Secondly, through three ad groups, assigned keywords and marketing can be much more niche. Currently, the concept of "spetskompetens", the belief that niche knowledge should be applied to solve problems, is very popular in Sweden. Thus, it is essential to clearly divide COMPANY's products to find and market to audiences that look for specific competencies.

- Thirdly, after the overall campaign has run its course, what works and what doesn't will be clear. COMPANY will have an idea of which keywords, currently, attract x types of people to their webinars and can hone in on the one or two ad groups that drive the most interest.

WHY LINKEDIN?

LinkedIn is the most appropriate platform to market these three campaigns for different reasons:

- Advertising is most effective on platforms where the organization already sees success. [11] In this case, the choice of LinkedIn is obvious as it is where COMPANY gets most of their clients already.
- LinkedIn is a great social media for B2B communication and outreach. [2, 11] Through LinkedIn's advertising tools, it is easy to advertise based on the status of employment, meaning that COMPANY has a greater chance of being seen by people interested in their products.

NATIVE ADVERTISING

The three ad groups should be related to the content, values, and benefits of COMPANY. Each of the three campaigns' posts should have distinct elements related to COMPANY's portfolio. As such, LinkedIn's built-in advertising functionality will drive people to sign up for COMPANY's webinars and engage with their company's call-to-action. These advertisements should all be singular picture ads shown directly to your target groups feeds, and should demonstrate what COMPANY can provide for their organization.



The division of the portfolio into groups is up to COMPANY. It is possible that having two or four groups works better for COMPANY. However, possible groupings could be emotional intelligence & leadership, mindfulness & self-leadership, and recruiting & employee coaching.

KEYWORD USAGE AND MARKETING STRATEGY

Using the right keywords is going to be essential for all three approaches. These are going to be dependent on the division of COMPANY's three product categories, and it is vital that there is little to no overlap or else the effectiveness of the campaigns is going to be undermined. [12]

IN SWEDEN AND ABROAD

The current strategy is primarily dealing with Swedish clients and so we suggest using keywords that are most interesting in the Swedish market. We believe that COMPANY should build a firm foundation in Sweden before committing too many resources abroad. With that said, there is an opportunity to target overseas clients here as well, given that there is a great deal of overlap between terminology in Swedish business and overseas business. Words like coaching, team-building, and mindfulness are words that transcend borders, and so COMPANY should consider this when constructing and dividing the three ad groups. There might be an opportunity to reach those abroad looking for a Swedish approach to coaching and leadership as well.



Tips!

The content in your paid advertisement is still important. Pay attention to the strategies discussed in the shared-owned media section when constructing the three ad groups.

The strategy detailed above can be used on other platforms as well. Google ads might be worth looking into, but make sure that your SEO approach is consistent before branching out.

Evaluation

The purpose of this page is to evaluate the effectiveness and outcome of the strategy. Its strength relies on the ease of using hard data to measure to what extent the objectives have been achieved.

EVALUATION OF OBJECTIVES

A

Comparison between the first and second webinar attendance in the time plan will indicate to what extent the objective A has been attained.

B

Examination of the LinkedIn data about likes, follows/followers and views after the campaign has run its course will indicate to what extent objective B has been attained.

C

Examination of the LinkedIn mean engagement statistics will indicate to what extent objective C has been attained.

D

Examination of new clients % attending seminars and buying training packages at the end of the campaign will indicate to what extent objective D has been attained.

E

Examination of the amount of views on COMPANY's newsletters compared to their overall subscriber count will indicate to what extent objective E has been attained.

Timeplan

PLANNING

EXECUTION

EVALUATION

FEBRUARY

MARCH

APRIL

Forming Content Team

**Creating three
Ad Groups**

Paid Media

**Planning for bonus
content**

Earned Media

LinkedIn content

production (weekly posts)

Shared-owned & Earned Media

**Sending out bonus
content** (continously)

Earned Media

Planning Newsletter 1

Shared-owned Media

Publishing Newsletter 1

Shared-owned Media

Ad content month 1

Paid Media

Planning Newsletter 2

Shared-owned Media

Publishing Newsletter 1

Shared-owned Media

Ad content month 2

Paid Media

Webinars

Evaluation

Budget

Considering that the campaign has a budget of 50.000SEK, we have reasonably allocated the resources into operating and materials costs. [34] The greatest amount is designated for the LinkedIn Advertising tactic (paid media), followed by evaluation, contingency and Content Marketing tactic (shared-owned media), as detailed bellow:

| | COST (SEK) | COST (%) |
|--|------------|----------|
| Adobe Stock Photos 3 Month Period | 900 | 1,8% |
| Ad Group 1 Period 1 | 6.933 | 13,87% |
| Ad Group 2 Period 1 | 6.933 | 13,87% |
| Ad Group 3 Period 1 | 6.933 | 13,87% |
| Ad Group 1 Period 2 | 6.933 | 13,87% |
| Ad Group 2 Period 2 | 6.933 | 13,87% |
| Ad Group 3 Period 2 | 6.933 | 13,87% |
| Evaluation | 5.000 | 10% |
| Contingency | 2.500 | 5% |
| 50.000SEK | | |

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Appendix

Rationale for objectives

A. This number is based on COMPANY's current number of webinar attendees and a very conservative estimate of the increase after running the three LinkedIn campaigns. While it is impossible to know the number of views guaranteed as a result of the LinkedIn campaigns, our own research showed that one campaign, limited to specific professions and the Gothenburg area, will grant around 150.000+ views of posts. As COMPANY's current monthly showing is around 7.000, it is feasible to believe that the number of attendees to the webinars after the campaign should at least double.

B. The numbers shown are based on an inside view of LinkedIn's ad system and COMPANY's current statistics. It is reasonable to assume that through three concurrent ad groups running simultaneously, and a budget of 50.000SEK, that COMPANY will see at the very least double their current numbers. Insights gained from LinkedIn's own advertising system show a much higher number, but these are highly dependent on the organization in question (e.g. their current followers) and the focus of the ad campaigns. Furthermore, with a current 6.911 showings of posts per month. Research also shows that weekly content-focused posts can double the viewing of the posts. [2] LinkedIn statistics, after the plan, can provide insights about the success and/or opportunities for refinement.

C. Through the shared-owned media tactic, we expect to see 2x engagements (likes and comments) on COMPANY's posts. [2] The importance of increasing the engagement with the posts relies on the fact that the more likes and comments posts have, the more likely they are to appear on LinkedIn's users' timelines, even on those outside COMPANY's network. [32]

D. Since the current percentage of repeating clients is so high, there is nothing here that needs improvement. Rather, the goal is to maintain the current numbers by continuing with what already works for COMPANY. Thus, this objective has more to do with not changing the winning formula.

E. The education and training newsletters have an opening rate of 23%. [31] It is impossible to know how many of C's followers will subscribe to the newsletter, but we are only interested in those that engage with it regardless. Therefore we expect, after the 3 month period of implementation, that the newsletter open rates will be at least at the industry average.