

Site Communication Plan Worksheet

To decide what to communicate about your Web site

Instructions:

Review your behavioral plan(s) for the site. These describe what you want people to do on your site and why. When you communicate to people about your site, you should tell them what to do and why.

Example: If the first line of your plan says people will visit your site when they want to buy a rare book, and they will search for the book by title, then your communication plan should say something like:

<i>Ref</i>	Messages (What to say?)	Targets (To whom?)	Media (How?)
1a 1b	When you can't find that special title you want anywhere else, search our site for it. It's here!	Regular book buyers. Heavy readers. Professors.	Ads in book review sections of magazines and newspapers.

Specifically, you need to:

1. Focus on one motive for visiting the site and one or more sets of behaviors and rewards associated with that motive. Develop the core message you need to communicate to inform people that your site has the ability to satisfy them when they feel that particular motive or need.
2. Enter the number and letter(s) identifying that motive and behavior(s) from your Behavioral Planning Worksheet(s) in the *Ref* column of your Site Communication Plan worksheet. This keeps the focus on specific motivates/behaviors/rewards by linking each communication to a specific motive.
3. Fill in the row by writing a simple instructive or informative message in the Messages column, by identifying the type of people you want this message to reach in the Target column, and by selecting one or more appropriate media, or vehicles for reaching these people in the Media column.
4. Develop as many message/target/media combinations and variations as you can for each motive. The more you come up with initially, the more choice you'll have when it comes time to actually communicate with current or future users of your site!
5. Repeat the process for each motive and/or each unique behavior or reward, as you see fit.
6. Use the worksheet as a starting point when developing any marketing communications (such as ads, press releases, and mailings) about your site. If you use outside designers or agencies, give them a copy of this worksheet and the Behavioral Planning Worksheet(s) upon which it is based so they can design more appropriate, action-oriented marketing communications for your site.

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Technical Information

These worksheets were created in Word as tables. You can enter text in each cell. The cells will expand automatically to hold lengthy text if necessary. You can also use the various Table commands to edit the worksheets, for example by removing rows you do not need. So if you like to fill in the worksheets on a computer using Word, you will find them flexible to work with. (Nothing has been frozen in these templates so you can modify them in any way you wish.)

Alternatively, you can simply print out as many copies of the worksheets as you wish and work on hard copies of them. Many people find it easier to use hard copies when they are brainstorming ideas or are working with a group of people in a meeting or team format.