

Media, Marketing and Communications Strategy Template

This template should be used to submit your proposed annual media, marketing and communications strategy to Health and Wellbeing Queensland.

It sets out the key messages about the partnership and the program for the year, as well as identifies the key audiences you want to reach, and how you propose to reach them.

By providing this information Health and Wellbeing Queensland will be able to provide strategic marketing advice to help you achieve your objectives, as well as identify opportunities for collaboration, cross-promotion and cost-saving with Health and Wellbeing Queensland and its other community-based prevention programs.

For any assistance with this template please contact the Communications Lead – Prevention Partnerships at contracts@hw.qld.gov.au or on 0409 486 260.

1.0 Background and introduction

- *Provide a brief description of your organisation's marketing function – for example, dedicated FTE etc.*
- *Provide a brief description of the program and your key deliverables for the year.*
- *Any key data or research available that supports this, e.g. obesity rates in Bundaberg – for a place-based intervention program.*
- *Describe the communication problem that this strategy seeks to address e.g. awareness, improving equity and accessibility for certain audiences etc.*

2.0 Situational analysis (optional)

A situation analysis helps to paint a picture of the internal and external environment in which your program is operating. Factors internal to an organisation are generally classed as strengths and weaknesses, while opportunities and threats as classified as external.

<p>Strengths: <i>e.g. Community or local health network connections.</i></p>	<p>Weaknesses: <i>e.g. Limited cultural capability or First Nations representation. Limited media training.</i></p>
<p>Opportunities: <i>e.g. Good brand recognition in community. Supportive local governments.</i></p>	<p>Threats: <i>e.g. Other comparable services emerging in the community. Reservations around COVID-19.</i></p>

3.0 Objectives

Objectives should be specific and easily measured. SMART objectives (specific, measurable, achievable, realistic, and time-bound) are preferred.

3.1 Program objectives

Detail your program's objectives (as outlined in your Service Level Agreement).

1.
2.
3.

3.2 Communication objectives

Set out the objectives you want to achieve through your communication strategy. The purpose may be different for each.

Examples:

- *To increase awareness of program within regional and remote communities by X%.*
- *Increase hits to website and registrations for events by X%.*
- *Use X case studies/participant profiles to raise awareness of the individual benefits of the program.*
- *Increase subscriptions by X% to newsletter mailing list.*

4. Target audiences

Describe who you are trying to reach.	E.g. Rural and remote communities
Segment your audiences into different groups based on common features or demographics.	E.g. Western Queensland communities First Nations communities
Additional communication requirements needed.	E.g. audience has different language backgrounds etc.

5. Key messages

List the key messages that you need to incorporate into your materials and communication activities. Stick to 5 'umbrella' messages for your communications – you can tailor them for different audiences if necessary.

1.
2.
3.
4.
5.

6. Implementation

Outline the activities you propose to use throughout the year. Add or delete activities as necessary. **Copy and paste table to complete your yearly plan.** This is an estimated forward plan as @ beginning of financial year. Media, Marketing and Communications plans are often subject to change as opportunities arise. There will be opportunity to update the forward work plan in the six-monthly Media, Marketing, and Communications Progress Report. Marketing spend should ideally include activity geared toward achieving Top 3 Search Engine Optimisation (SEO) organic ranking. Consideration should also be given to allocating spend to Pay Per Click (PPC).

Activity	Target Audience	Event/campaign	Cost	Responsibility
July 2021				
Media (unpaid)				E.g. issues/spokespeople
Advertising – Broadcast (TV, Radio)				
Print advertising				
Digital media advertising (including social media ads)				
Outdoor advertising				
Social Media posts (unpaid)				
Newsletters/EDMs				
Marketing collateral - – brochures, posters, factsheet				
Website				
Stakeholder/partner channels				
August 2021				
Media (unpaid)				
Advertising – Broadcast (TV, Radio)				
Print advertising				
Digital media advertising (including social media ads)				
Outdoor advertising				
Social Media posts (unpaid)				
Newsletters/EDMs				
Marketing collateral - – brochures, posters, factsheet				
Website				
Stakeholder/partner channels				

7.0 Budget

From your planned activities above, estimate the total budget you plan to spend on each communication channel.

Channel	Amount	Cost
TV advertising		
Print		
Digital		

8.0 Risks and Issues

Detail any issues that may negatively impact on the success of your communications. E.g. local media moving to digital only, emerging competitor targeting same audiences etc.

9.0 Evaluation

Using your objectives explain how you will evaluate whether you achieved your communication objectives.

Examples of common tools used to measure success include:

- Media mentions
- Website hits
- Click throughs
- Video completion rates
- Marketing collateral distribution
- Event attendance

Approval

This forward plan was approved by:

(Partner representative) Name: Position: Date:	
Health and Wellbeing Queensland Name: Position: Date:	