

# TEN KEY PLANNING QUESTIONS

THE THINGS TO HAVE CLEAR BEFORE YOU DO ANYTHING MARKETING AND COMMUNICATIONS.

## Communication *-with a plan-* is key

You want people to like you, trust you, buy from you, understand you and so on. Whatever your goal, communication is key. But not just communication, it's *right* communication that is going to get you there, or at least more efficiently!

To get your plan together there are some key questions to ask beforehand. These regard your business, your target audiences, your products and a few other topics. Once these answers are clear, your marketing and communications plan shapes up pretty quickly from here. And then, with a plan that gives clarity and direction – you can be sure that everything you do fits the bigger picture and will get you closer to your goals.

You may find that some answers are not so easy to give and you may need to do a bit more research. I suggest you do, so it's more likely you'll be on the right track with your plan.

## For new and existing businesses

If you are a new business, these questions will give you a great kickstart for your plan. If you are already up and running, these questions will help you 'check in' and review and evaluate what you are doing; whether you are on the right track and/ or should tweak a few things.

*Enjoy your good prep work! And feel free to email your work to me once finished ([ellen@communicationiskey.co.nz](mailto:ellen@communicationiskey.co.nz)) for feedback and help with the next step (this is at no charge. If you like our chat, you can always decide later whether and how you want to involve me).*

*Now, get planning!*

Ellen – [Elan Communications](#)

## 1. One single sentence

In a single sentence please describe your company and what it does. (okay, you are allowed two, this can be quite hard!)

Tip: include a customer need and a benefit you offer.

### The Energy Managers

For businesses who see their people as the most important asset, The Energy Managers is a work place health programme that helps people to take ownership of their energy levels, so they know what they need to do in order to be and feel good both at work and at home.

## 2. Key target audiences

Often the largest portion of your income comes from a few main 'types' of clients. Please describe 3-5 main types of people who buy from you. Also include audiences which you are not getting a lot of revenue through yet, but potentially could.

Key target audience description	About them Include things like age, gender, wealth, where they live, education, hobbies	Problems What are their problems that you will solve? What do they need?

### The Energy Managers

Key audience	About them	Problems
Managers of large businesses/ teams	Males and females, 40+ of age, well educated, well connected, busy people/ full diaries.	Low productivity, low energy among staff. Sedentary jobs impacting on health. High absence due to sickness. High staff turn over

### 3. Benefits

Why would they want to come to you? What benefits do you offer? You may want to list some general benefits and/ or product specific ones.

### The Energy Managers

- We come to you or your preferred location
- Flexible: short/ long term contracts
- Amazing track record/ proven results
- Holistic approach, we look at more than food and exercise, we put 'energy levels' at the centre of what we do – unique

### 4. Communication

Where do your target audiences go for information? What publications/ media/ platforms/ social media do they read/ use?

### The Energy Managers

- Business News magazine
- LinkedIn
- Radio for those who are on the road a lot
- Conferences/ workshops