

Communications Plan Template

Audience	Deliverable	Timeline	Description	Delivery Methods	Owner
Customers	Update pricing	November	Update the pricing page on the website	Website	Marketing Manager
	Product announcement	December	Inform customers about new product	Email, Blog, Social Media	Customer Marketing Manager
Prospects	Holiday promotion	November	Inform prospects about holiday promotion	Website, Social Media, Email	Marketing Manager
	Competitive analysis	October	Educate and train sales team on competition	Email	Director of Sales
Events	Announce tradeshow attendance	October	Inform stakeholders about upcoming tradeshows	Email, Blog, Calendar	Events Manager
	Customer roadshow	January	Finalize the customer roadshow for product and exec learning	Email, Blog	Events Manager
Employees	Job postings for 2020	December	Review and post new jobs	Website, ATS	HR Director
	Hiring announcement	January	Announce the 2020 hiring push, encourage referrals	Email, Office Signage, Blog	VP of Human Resources
	Holiday party	November	Invite employees to RSVP for holiday party	Email, Postcard	HR Director
Media/PR	Company growth pitch	December	Pitch company milestones to existing media	Email, Phone	PR Manager
	Setup interviews	December	Secure exclusive interview with leadership	Email	Director of PR
	Publish press release	January	Announce new product improvements	Email, Website, Press Release	PR Manager

[For more information about how to use this template, visit the Nextiva Blog](#)