Strategic Communications Planning: AI Companion Template

Companion Resource for 'Strategic Communications Plans Using AI'

Page 1: AI Prompt Suite & Purpose Discovery

Part 1: Strategic AI Prompts

Use these targeted prompts in ChatGPT, Claude, or Gemini to build each layer of your plan:

1. **Strategic Purpose & Angle Prompt:**

"Act as a senior communications strategist. Analyze our organization profile: [Insert Organization/ Product, Target Audience, Core Mission, Unique Value Proposition]. Generate three distinct strategic communications narratives that connect our core mission to the immediate needs of our target audience, identifying the key emotional hooks and value drivers for each."

2. **Tactical Mix & Channel Alignment Prompt:**

"Based on our strategic goal of [Insert Primary Goal, e.g., Product Launch, Audience Engagement, Brand Awareness], generate a multichannel tactical communications plan categorized across five specific channels: Public Relations, Social Media, Visual Content, Email Marketing, and Client Engagement. For each tactic, define the channel type, asset description, recommended timeline, and a measurable KPI."

3. **Performance Diagnostics & Iteration Prompt:**

"Act as a marketing analytics director. Review the following channel performance data: [Insert metrics across Overall ROI, Media Boost, and Audience Engagement]. Categorize each tactic into: Keep Doing/Scale (Green), Met Goal/Adjust (Blue), or Needs Improvement/Experiment (Orange). Provide specific tactical recommendations to fix underperforming tactics."

Part 2: Team Discovery Workshop: Arriving at Your Purpose

Before running prompts, your team must reach consensus on these core questions:

- **Core Mission & 'Why':** What specific problem are we solving for our audience, and why must our voice lead the conversation now?

- **Audience Definition:** Who is our primary stakeholder? What are their daily pain points, media consumption habits, and decision triggers?
- **Differentiator & Tone:** What is our distinct point of view? What three adjectives define our brand voice?
- **Success Criteria:** Which primary pillar drives our immediate focus: Overall ROI, Media Boost, or Audience Engagement?
- **Resource Constraints:** Who owns execution, what tools do we have, and what is our non-negotiable delivery deadline?

Page 2: Tactical Execution & Performance Dashboard

Derived directly from the Startup Marketing Tactic Performance Dashboard framework, use this matrix to map every tactic, channel, owner, and real-time status.

Reference Dashboard (From the Book)

Tactic	Type	Description	Owner	Deadline	Key Metric / Performance	Action Status
Press Release	Public Relations	New Product Launch Media Announcement	Sarah	June 15	15x ROI / 5M+ Media Reach	GREEN: Keep Doing
Social Posts	Social Media	Daily Content for Features & Benefits	Alex	Ongoing	3.5% Engagement Rate	BLUE: Met Goal / Optimize
Video Series	Visual Content	3 High-Impact Use Case Videos	Maria	July 30	100K+ Video Views	GREEN: Keep Doing / Scale
Newsletter	Email Marketing	Bi-weekly Product & Industry Updates	David	Ongoing	28% Open / 5% CTR	ORANGE: Needs Improvement / Experiment
Town Hall	Client Engagement	Executive Virtual Q&A for Key Clients	Sarah	August 10	250 Attendees / Post-Survey	ORANGE: Needs Improvement / Re-evaluate

Your Team's Tactical Matrix (Fillable)

Tactic Name	Channel Type	Content / Asset Description	Lead Owner	Deadline / Cadence	Target KPI & Metric	Status (Green / Blue / Orange)
[Tactic 1]	[PR / Social / Video / Email / ...	[Specific scope & deliverable]	[Name]	[Date/Frequency]	[Target Goal]	[ ]
[Tactic 2]	[PR / Social / Video / Email / ...	[Specific scope & deliverable]	[Name]	[Date/Frequency]	[Target Goal]	[ ]
[Tactic 3]	[PR / Social / Video / Email / ...	[Specific scope & deliverable]	[Name]	[Date/Frequency]	[Target Goal]	[ ]
[Tactic 4]	[PR / Social / Video / Email / ...	[Specific scope & deliverable]	[Name]	[Date/Frequency]	[Target Goal]	[ ]
[Tactic 5]	[PR / Social / Video / Email / ...	[Specific scope & deliverable]	[Name]	[Date/Frequency]	[Target Goal]	[ ]

Page 3: Implementation Checklist & Optimization Workflow

Things Your Team Needs to Do

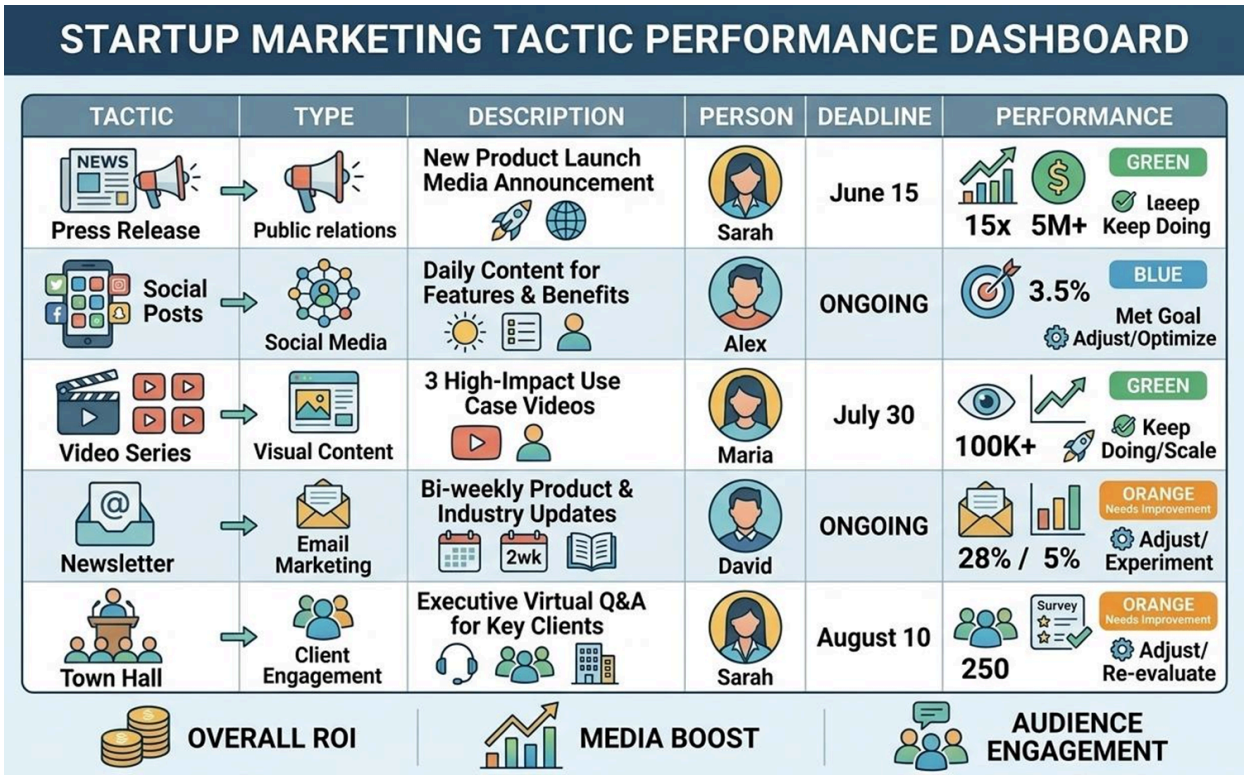
Phase 1: Pre-Campaign Setup & Prompt Calibration

- **Host Team Purpose Session:** Complete the Page 1 Discovery Questions with core stakeholders.
- **Draft Baseline Prompts:** Input organizational context into AI Prompt 1 and Prompt 2 to generate channel-specific drafts and content angles.
- **Assign Single-Threaded Owners:** Assign every tactic to exactly one person (Sarah, Alex, Maria, David model) with explicit deadlines.
- **Establish Baseline Baselines:** Document your current benchmark metrics for Overall ROI, Media Boost, and Audience Engagement.

Phase 2: Active Execution & Content Generation

- **Leverage AI for Asset Acceleration:** Use AI for first-draft generation (press release outlines, video scripts, newsletter subject lines, and social post copy).
- **Human-in-the-Loop Review:** Refine AI drafts for factual accuracy, brand voice integrity, and audience relevance before publication.
- **Synchronize Multi-Channel Distribution:** Align calendar dates across PR announcements, social distribution, video drop dates, and newsletter cadence.

Phase 3: Traffic-Light Performance Review & Continuous Tuning

Evaluate results bi-weekly against the three core pillars:

- **Green (Overperforming / Goal Exceeded):**
    - *Action:* Keep Doing & Scale. Identify key drivers and allocate additional budget or distribution effort.
- **Blue (Met Target / Stable):**
    - *Action:* Adjust & Optimize. Fine-tune copy, A/B test headlines, and streamline workflow efficiency.
- **Orange (Underperforming / Below Target):**
    - *Action:* Experiment or Re-evaluate. Run AI Prompt 3 to analyze failure points (e.g., subject line CTR drop, low webinar turnout) and pivot immediately.
- **Three-Pillar Health Check:**
    - *Overall ROI:* Track direct revenue, qualified pipeline, and cost per acquisition.
    - *Media Boost:* Track earned media pickups, brand reach, and share of voice.
    - *Audience Engagement:* Track community participation, email click rates, and feedback surveys.