Define communication objectives and key messages

Perform competitive analysis and benchmarking

Create a content calendar and messaging framework

Develop compelling and engaging content for different channels

1.01.2023 — **1.02.2023** — **1.03.2023** — **1.04.2023** — **1.05.2023** — **1.06.2023** — **1.07.2023** — **1.08.2023** — **1.09.2023**

Conduct market research and audience analysis

Identify target audience and communication channels

Develop communication strategy and tactics

Set communication budget and allocate resources

Design and produce visual assets, such as images and videos

Write press releases, blog posts, and social media updates

Monitor and analyze campaign performance

Conduct post-campaign evaluation and analysis

Collect feedback from stakeholders and target audience

1.10.2023 — **1.11.2023** — **1.12.2023** — **1.01.2024** — **1.02.2024** — **1.03.2024** — **1.04.2024** — **1.05.2024**

Execute communication campaigns across chosen channels

Optimize and adjust communication strategies based on data

Measure communication effectiveness against objectives

Identify areas for improvement and lessons learned