Executive Communication Plan
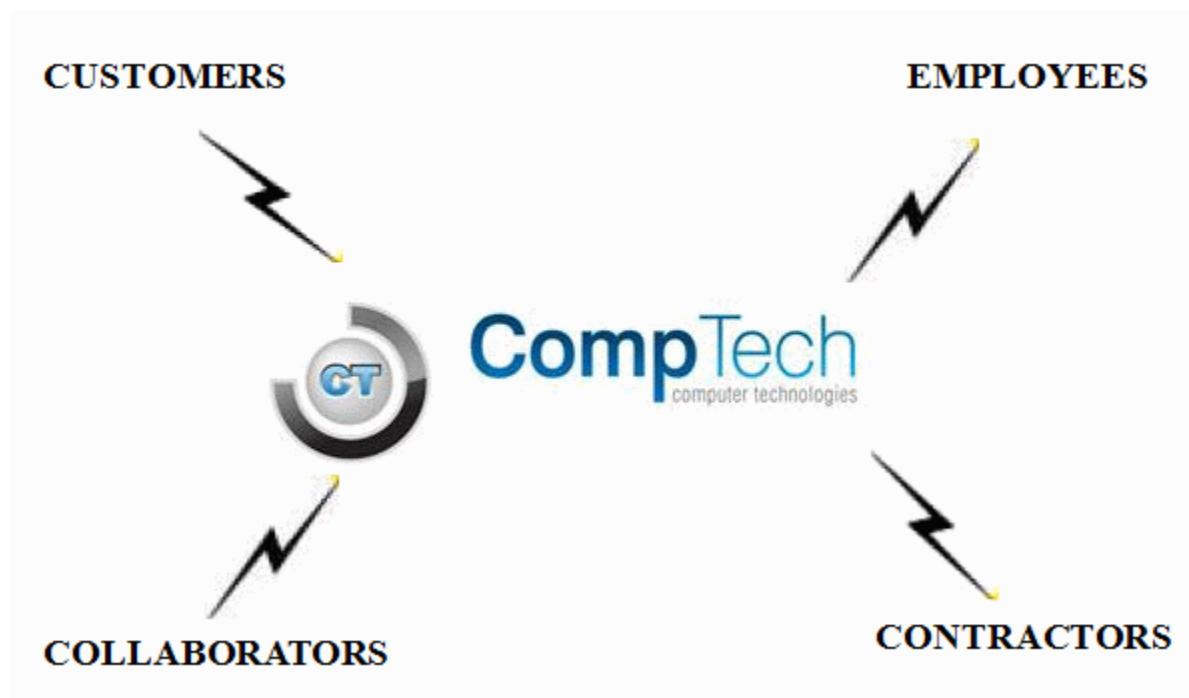
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Introduction

As a high-tech company, CompTech communicates daily with a variety of customers, collaborators, employees and contractors. To cover all important communication channels, it is imperative to consider all options while developing a comprehensive communication plan.

This document illustrates and describes a proposed plan that incorporates a variety of suggested channels that can play a key role in CompTech's ongoing success.

Strategy for Communication Channels

The following diagram illustrates the suggested communication environment.
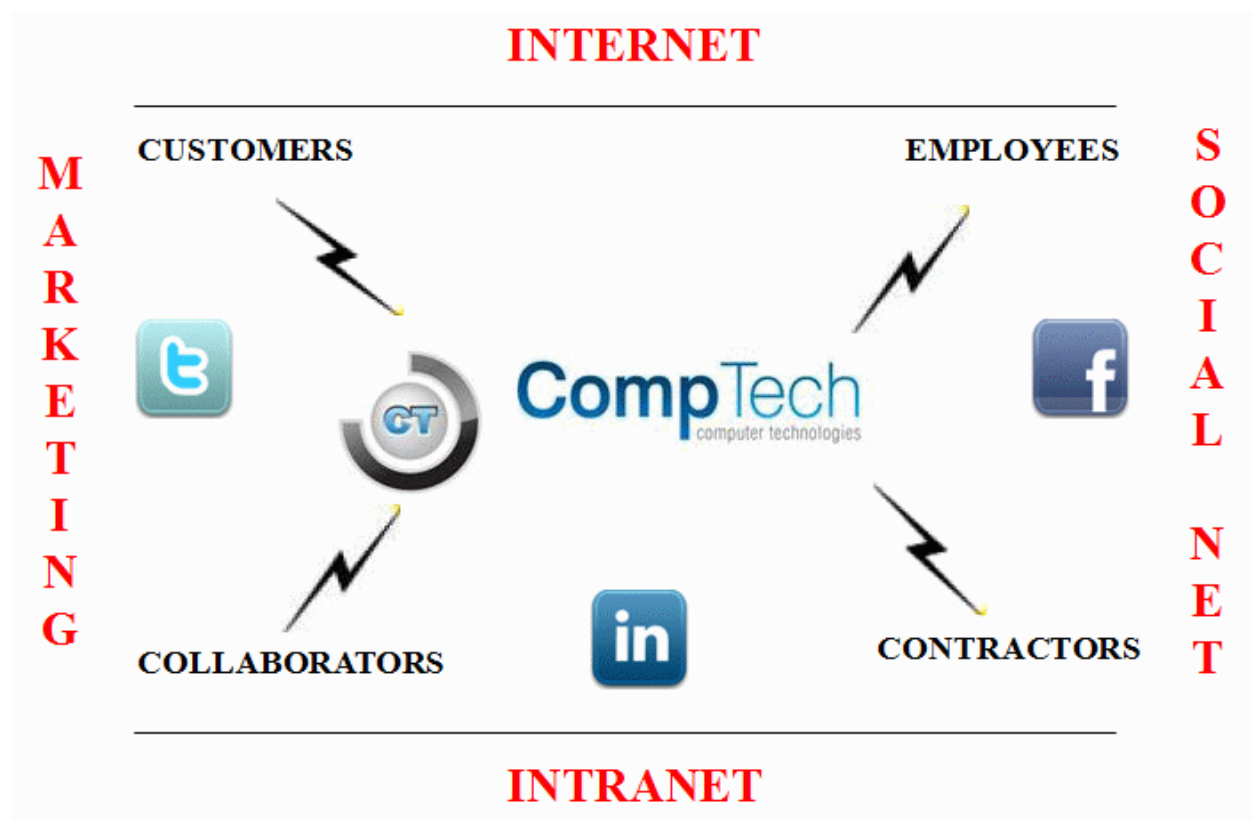
As shown, this plan is based on four main communication vehicles, including:

- External public Internet site
- Internal Intranet site
- New/existing marketing products (some traditional, some electronic)
- Social Networking sites

Following is a brief discussion of the role each vehicle plays in this plan.

Identifying What CompTech Audiences Need

As a prelude to any communication plan, a key activity is determining what short- and long-term information our various audiences need from CompTech.

The following diagram is a high-level view of our targeted audiences and communication vehicles. This plan assumes the following:

- **Customers** include (but are not limited to) federal, state, and local government, including DLA, EPA, DoD, DoJ, USAF, Army, MepCom, GSA, SSA, & State of OH.
- **Employees** include full- and part-time associates at all CompTech locations.
- **Contractors** include full- and part-time associates at all CompTech locations.
- **Collaborators** include all new and/or existing companies (e.g., CDO Technologies) with which CompTech partners as a Joint-Venture basis and otherwise.

Item	Customers	Employees	Contractors	Collaborators
Website	X	X	X	X
Intranet Site		X	X	
Marketing Content	X			X
Social Media	X	X	X	X

All parties can access the web. So, it makes sense to provide a strong web presence that is both pertinent and appropriate for public access. The same goes for social media. Anyone can access it, so the key is to keep the information crisp, appropriate, and as useful as possible at all times.

For an intranet site, typically only employees should have access. While this access can include contractors, it might be necessary to implement a layer of password-protection on some content for internal security purposes.

For marketing content (both traditional and electronic) and delivery, this plan assumes we're showcasing CompTech's services predominately to customers and collaborators. An initial assessment of CompTech's marketing materials suggests there is minimal collateral available for distribution at trade shows, through eBlasts, and other forums; therefore, this plan calls for developing marketing items that target necessary audiences and promote consistent branding.

Communication Vehicles & Deliverables

This section addresses all the primary communication vehicles in this plan.

Public Website
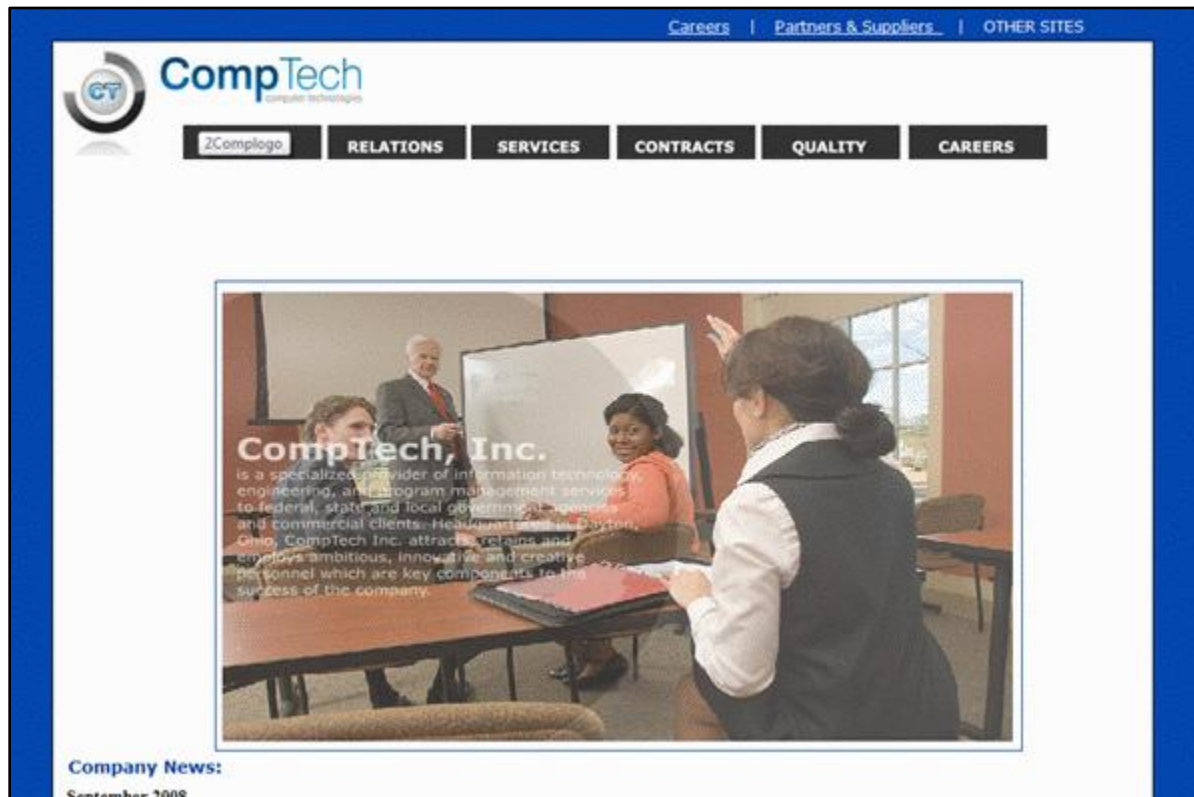
Purpose: Promote CompTech's full capabilities and services through its existing Website, www.comptech-corp.com.

Targeted audiences: Predominately new / existing customers and collaborators.

Suggested Improvements:

- Perform minor editing to fix grammar issues and content inconsistencies.
- Replace scrolling company news with an actual web page.
- Fix inconsistent menu spacing across web pages.
- Add customer testimonials to support credibility of former projects.
- Fix drop-down menus to respond in one click instead of two.
- Add links to the planned social network sites.

To keep the information fresh, the site should be updated monthly.

Intranet Site

Purpose: A secured internal site providing easy access to company-specific information needed for daily business operations and ongoing projects.

Targeted Audiences: CompTech employees and approved contractors.

Suggested Minimum Content and Reasons for Inclusion:

• Company News	Announce ongoing wins, achievements, policies, etc.
• Company calendar	Keep employees current on events, important dates.
• Employee profiles	Showcase employee skills and competencies.
• Company facts	NAICS codes, certification levels, etc. for quick access.
• Software access	Launch tools like the Past Performance Database Manager.
• Useful Links	Access to pertinent sites for research purposes.
• Documentation	Access to software user guides, process documentation, employee forms, templates, handbooks, policies, etc.

The site should be updated at least monthly.

Traditional Marketing

Purpose: Promote CompTech's services through traditional collateral and eMarketing methods.

Target Audiences: Predominately customers and collaborators

Suggested Minimum Marketing Items for Inclusion:

• Brochures	Comprehensive information to provide at meetings, etc.
• Datasheets	Individual services write-ups to provide at meetings, etc.
• Presentations	Simple PowerPoint presentations that showcase our services.
• News Articles	Work with local papers to gain publicity through the press.
• Ads	Place advertisements in government publications.
• eBlasts	Incorporate eMarketing messaging to communicate frequently with customers and collaborators.

Social Networking

Purpose:

Establish a business presence on Facebook, Linkedin, and Twitter to:

- Make CompTech more easily accessible to firms seeking our services.
- Connect and engage with current and potential customers.
- Create a community around CompTech's business.
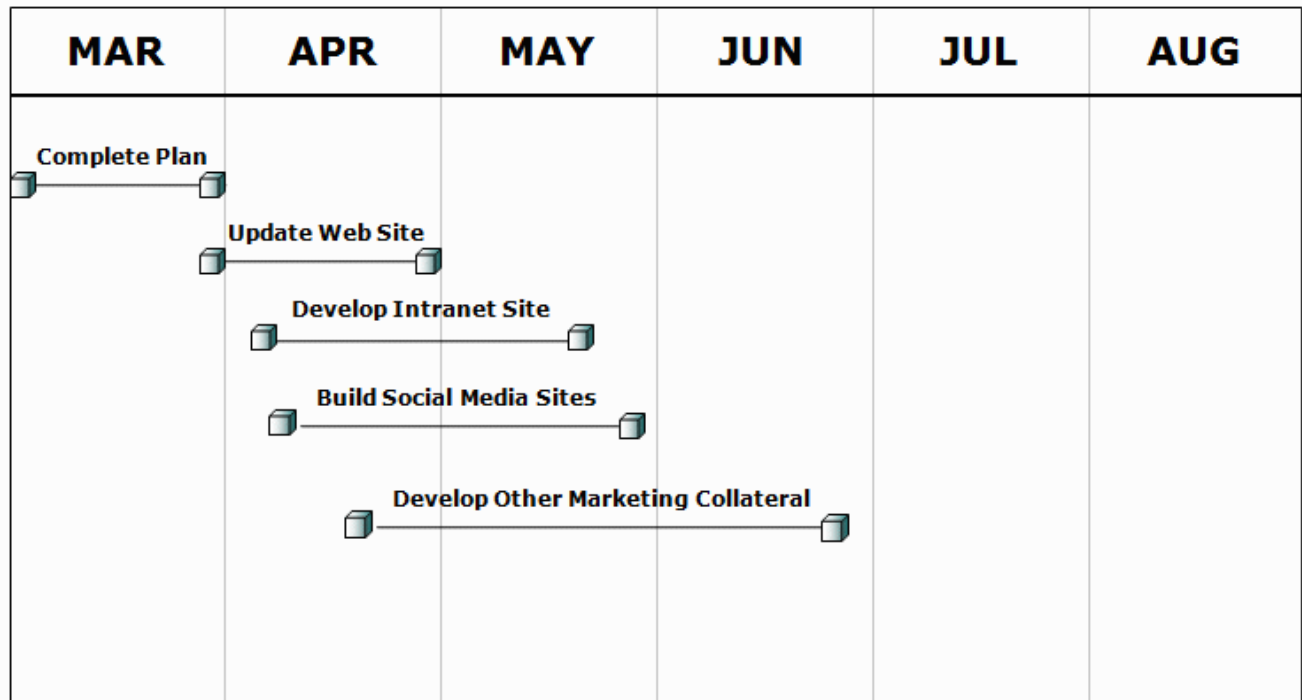- Promote content we create, including our website, newsletters, webcasts, etc.

Targeted Audiences: Customers, Employees, Contractors, Collaborators

Suggested Content and Usage: Although we need a complete strategy on how to use these sites to support our business, at a minimum, we can provide the following upon implementation:

- Link to CompTech website.
- Provide overview of Company history and services provided.
- Provide downloadable brochures, datasheets, etc.

Update frequency depends on the strategy for these sites. Typically, social networking requires daily monitoring and/or updating to maintain optimum effectiveness.

Communication Plan Schedule

MAR	APR	MAY	JUN	JUL	AUG

Complete Plan

Update Web Site

Develop Intranet Site

Build Social Media Sites

Develop Other Marketing Collateral

Resource Considerations

Resources by Project	Suggested	Web Site	Intranet Site	Social Net	MKT Collat
Personnel (as needed)					
Network Specialist	Russ J.		X		
Web Developer / Programmer	Steve W., Other	X	X		
Technical Writer	Steve W.	X	X	X	X
Software & Services					
HTML Editor	MS Expression Web	X	X	X	
eMail Marketing System **	Constant Contact				X
Online Newsletter System **	eNewsbuilder	X	X		X
Publishing Application	MS Publisher				X
Professional Services					
Print Vendor & Distributor	Think Patented				X
Promotional Items	Ad Pro Dayton				X

** Indicates if deemed appropriate and cost-effective.