

Five steps to successful strategic communications

Engage stakeholders, captivate audiences and drive positive change



Step 1: Take time to plan

- Identify your stakeholders – both internal and external.
- Categorise them based on their decision-making power.
- Understand each group's pain points, needs and values.
- Establish key messages to respond to those pain points.

Step 2: Get C-suite buy-in

- Identify C-suite priorities.
- Articulate a value proposition based on those priorities.
- Focus on how your project aligns with business objectives.
- Build a compelling business case:
 - Quantify ROI
 - Outline the benefits
 - Tell a data-led story
 - Demonstrate that you have considered risk.



Step 3: Embed transparency

- Clearly define your project's objectives.
- Establish realistic KPIs.
- Articulate it all in a way stakeholders will understand.
- Double-check for vague terminology and confusing jargon – then get rid of it.
- Don't shy away from sharing challenges or missed objectives. Explain how you're going to respond.

Step 4: Master engagement tactics

- Share regular, concise and easy to digest progress reports.
- Provide frequent, varied opportunities for online and in-person feedback.
- Explain how feedback is being acted upon.
- Celebrate successes and thank those who contribute.

Step 5: Create unique promotional assets

- Engage on social media using polls, carousels and videos.
- Create immersive interactive experiences or game-based feedback opportunities (quizzes, challenges etc.)
- Share a compelling visual narrative using posters and infographics.
- Build on stakeholder personas to personalise your storytelling.



The Marketing Pod team is here to support your next strategic comms campaign.

Why not book a discovery call to see how we can help you make light work of complex stakeholder comms.