**PLEASE DO NOT ASK FOR EDIT ACCESS TO THIS DOCUMENT.

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**The PESO Model Communications Plan Template**

|  |
| --- |
| Organization Name: |

|  |  |  |
| --- | --- | --- |
| **BRAND VALUES** | 1.2. 3. 4. 5. | Future date:Revenue:Profitability: What does our organization look like? |
| **PASSION AND NICHE** | Purpose/cause/passion:Our niche:  |
| **WHAT DOES SUCCESS LOOK LIKE?** | What does success look like 10 years from now? |
| **BUILT TO SUCCEED** | Target market: Key differentiators: 1.  2.  3. Proven process name: Supporting steps:  |

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| --- |
| Organization Name: |

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| --- | --- | --- | --- |
| **OUR 2019 BENCHMARKS** | **OUR MISSION** | **PRIORITIES** | **CHALLENGES** |
| Domain authority:SERPs on priority keywords:1. 2. 3. 4. 5. 6. 7.8.9. 10. Website visitors in 2019: Email addresses in 2019:Qualified leads in 2019:Conversion % in 2019: |  | 1. 2. 3. 4. 5. 6. 7.8.9. 10.  | 1. 2. 3. 4. 5. 6. 7.8.9. 10.  |
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**The PESO Model Communications Plan Template**

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| Organization Name: |

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| **BRAND VOICE** | **BRAND QUALIFIERS** | **BRAND PERSONA** | **SMARTER GOALS** |
| *Our brand is (insert adjective) because we (insert reason).* | * We always XXX
* We never XXX
* We believe XXX
* We support XXX
 | Reinforcer:Supporter:Challenger:Why?  | Goal #1:Goal #2:Goal #3:Goal #4:Goal #5: |
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**The PESO Model Communications Plan Template**

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| Organization Name: |

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| --- | --- | --- | --- |
| **PESO MODEL TACTICS** | **PRIORITY KEYWORDS** | **MEDIA LIST** | **SOCIAL MEDIA REFERRAL TRAFFIC** |
| P:E:S:O: | 1. 2. 3. 4. 5. 6. 7.8.9. 10.  | 1. 2. 3. 4. 5. 6. 7.8.9. 10. | Twitter: %Facebook: %LinkedIn: %Pinterest: %Instagram: %Others: % |
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**The PESO Model Communications Plan Template**

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| --- |
| Organization Name: |

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| --- | --- | --- | --- |
| **FEBRUARY RESULTS** | **MAY RESULTS** | **AUGUST RESULTS** | **NOVEMBER RESULTS** |
| Domain authority:SERPs on priority keywords:1. 2. 3. 4. 5. 6. 7.8.9. 10. Website visitors: Email addresses added:Qualified leads added:Conversion %: | Domain authority:SERPs on priority keywords:1. 2. 3. 4. 5. 6. 7.8.9. 10. Website visitors: Email addresses added:Qualified leads added:Conversion %: | Domain authority:SERPs on priority keywords:1. 2. 3. 4. 5. 6. 7.8.9. 10. Website visitors: Email addresses added:Qualified leads added:Conversion %: | Domain authority:SERPs on priority keywords:1. 2. 3. 4. 5. 6. 7.8.9. 10. Website visitors: Email addresses added:Qualified leads added:Conversion %: |
|
|

**Brand Voice Chart**

|  |  |  |  |
| --- | --- | --- | --- |
| **Voice Characteristic** | **Description** | **Do** | **Don’t** |
|      |      | *
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**SWOT Analysis**

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
|  |  |
| **OPPORTUNITIES**  | **THREATS** |
|  |  |

**Blank Content Map**

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(This isn’t editable; it’s an image. You can find an [editable copy here](https://docs.google.com/presentation/d/19NNeUQ9KXupuXzC5tzAglHyXjLtjqokk_4-4DBLDtZY/edit?usp=sharing). Make sure you duplicate it and save to your Drive or desktop so you can edit it.)

**Competition Spreadsheet**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SITE**  | **DOMAIN AUTHORITY** | **CAN COMPETE?** | **SEARCH VOLUME** | **COMPETITION** |
| **Keyword #1:** |
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**Weekly Social Media Activities**

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| **Weekly Social Media Activities**  |
| Sunday; 1/27/20 | Monday; 1/28/20 | Tuesday; 1/29/20 | Wednesday; 1/30/20 | Thursday; 1/31/20 | Friday; 2/1/20 | Saturday; 2/2/20 |
| **Twitter** |
|  |  |  |  |  |  |  |
| **LinkedIn** |
|  |  |  |  |  |  |  |
| **Blog** |
|  |  |  |  |  |  |  |
| **Facebook** |
|  |  |  |  |  |  |  |
| **Instagram** |
|  |  |  |  |  |  |  |