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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: |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 %: |
|
|

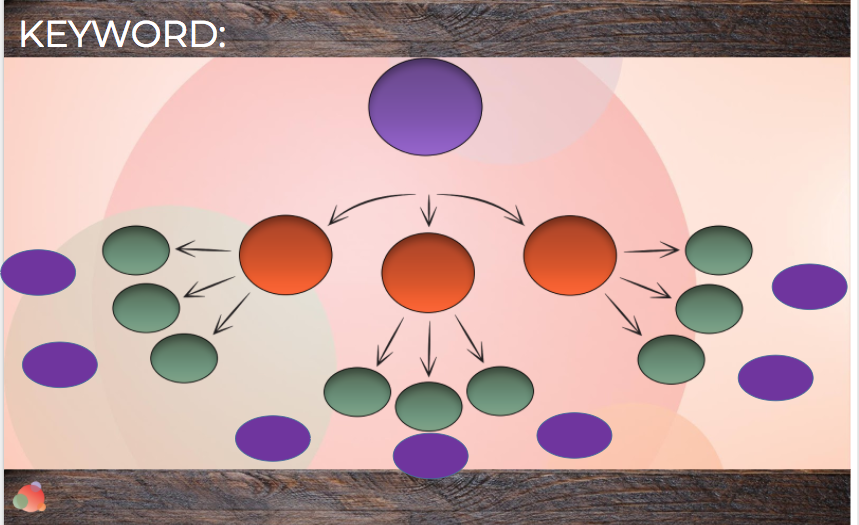
**Brand Voice Chart**

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

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| --- | --- |
| **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** | | | | | | |
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