

COMMUNICATION PLAN – Template to be completed

1 - TARGET	Target profile		2 - MESSAGE	Context		3 - BUDGET	Action plan
			Purpose of the company			Comm channel n°1	
			Its values			Comm channel n°2	
			Daily ideal			Comm channel n°3	
			Deep motivations			Comm channel n°4	
			Emotions felt			Budget action n°1	
			Vocabulary used			Budget action n°2	
			Message to transmit			Budget action n°3	
			Comm objectives			Budget action n°4	

MONTHLY PLANNING – Template to be completed

MONTH	JANUARY				FEBRUARY		
WEEK	1	2	3	4	5	6	7
TOTAL EXPENSES							
Action n°1							
Action n°2							
Action n°3							
Action n°4							

MONTHLY PLANNING – FACEBOOK

MONTHLY PLANNING – FACEBOOK							
MONTH	JANUARY						
WEEK	1						
DAY	MONDAY	TUESDAY	WEDNESDAY	THUR	FRIDAY	SAT	SUNDAY
DATE	01/01/2022	02/01/2022	03/01/2022	04/01/2022	05/01/2022	06/01/2022	07/01/2022
TOTAL EXPENSES	€50,00	€70,00	€100,00	€80,00	€150,00	€50,00	€70,00
	ARTICLE TITLE	FORMAT	STATUS	PURPOSE	ARTICLE TITLE	FORMAT	STATUS
Action n°1 PERSO			TO DO				
Action n°2 PERSO			IN PROGRESS				
Action n°3 PRO			ENDED				
Action n°4 PRO			LATE				