

| | | Have | In Development | Need |
|---|--|-----------------|----------------|------|
| FOUNDATION BUILDING | Market Landscape Analysis | | | |
| | Competitive Audit | | | |
| | Digital Footprint Audit | | | |
| | Messaging Matrix | | | |
| | Customer Persona | | | |
| | Brand Style Guide | | | |
| SOCIAL MEDIA | Social Content Strategy | | | |
| | Social Media Toolkit for Posting, Listening, Measurement | | | |
| | Instagram Strategy | | | |
| | Facebook Strategy | | | |
| | LinkedIn Strategy | | | |
| | Pinterest Strategy | | | |
| | TikTok Strategy | | | |
| | Twitter Strategy | | | |
| | Photo Library | | | |
| | THOUGHT LEADERSHIP | Speaker Toolkit | | |
| TEDX-style Speech | | | | |
| Contributor Status (LinkedIn, Medium, Inc. Business Journals, etc.) | | | | |
| Editorial Calendar | | | | |
| Podcast Guest One-Sheet | | | | |
| Virtual Event Toolkit and Plan | | | | |



2021

COMMUNICATIONS PLANNING CHECKLIST

OWNED MEDIA

Updated Web Content

Newsletter

Webinar Series

Podcast

Videos

PUBLIC RELATIONS

Product Launch and Review Programs

Updated Media List

Freelance Strategy

Influencer Strategy

Virtual Media Tour/Demo Plan

Trained Spokespeople

Have

In Development

Need

| | | Have | In Development | Need |
|-------------------------|------------------------------------|-------------|-----------------------|-------------|
| OWNED MEDIA | Updated Web Content | | | |
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| | Webinar Series | | | |
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