



FOR WORK

Small-Business Communication and Marketing Materials

These materials have been created to help small businesses communicate and market effectively. Print out the helpful worksheet and checklists to make sure your communications and marketing are on track.

The Communications and Marketing Materials Include:

- 2 Communications and Marketing Goals Worksheet
- 4 Communications and Marketing Team Checklist
- 6 Communications and Marketing Process and Schedule Checklist

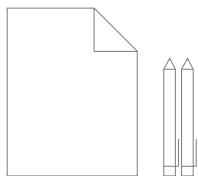
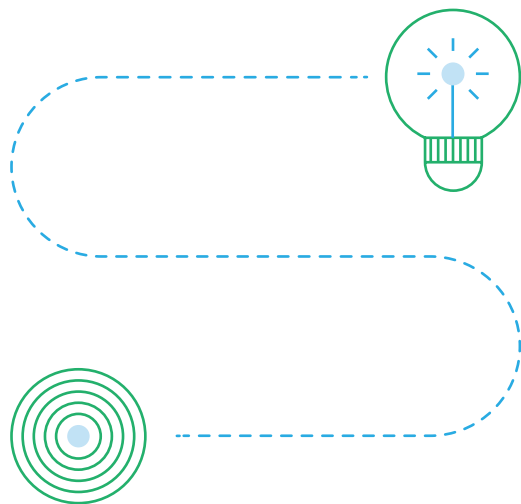
INTERNATIONAL  PAPER

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Small-Business Communication and Marketing Materials

Communication and Marketing Goals Worksheet

Align your strategic goals and your communications and marketing plans. Identify your goals and the communications needed to support them.



What You Will Need

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Set Your Goals

**STRATEGIC PLAN/ PROJECT PLAN/
KEY BENCHMARKS**

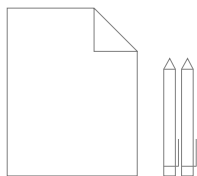
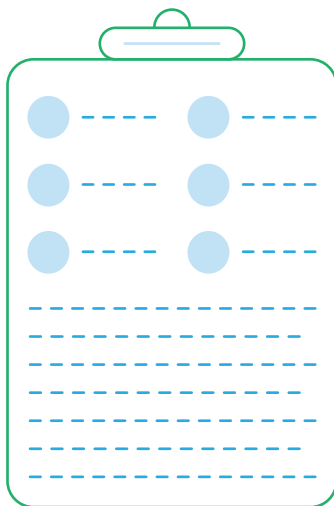
DATES

**WHAT COMMUNICATIONS SHOULD BE PLANNED
TO SUPPORT OR CELEBRATE THIS BENCHMARK?**

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Communication and Marketing Team Checklist

Executing your plan effectively requires having the right people in place. Identify the roles, tasks and required skills of the communications and marketing team. For smaller businesses, it is common for one person to handle several of these roles.



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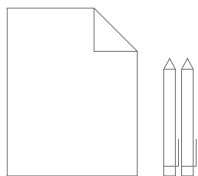
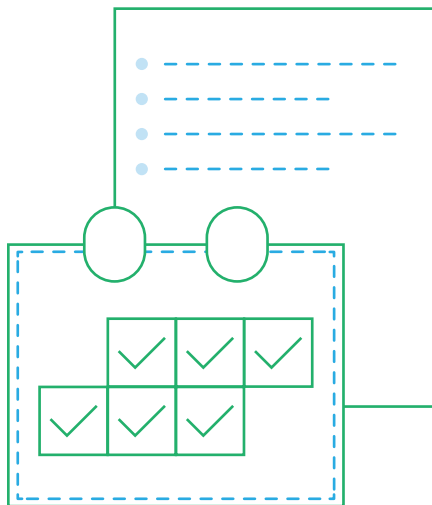
Get the Team Together

ROLE	DUTIES	SKILLS	NAME
Communications Director	Leads the process, outlines the communications strategy, keeps the team motivated and enthused; ensures that the organization creates and adheres to a communications calendar; ensures that the organization's board and leader are "in the loop" on all major decisions.	Experienced in executing communications products, strong verbal skills, the ability to motivate others, results-oriented.	
Communications Coordinator	Manages the process, ensures that all moving parts are coordinated and the communication between stakeholders is clear; ensures that the communications toolkit or marketing collateral is stored in multiple places with shared access for members of the communications team.	Familiarity with data storage; extremely organized, friendly and approachable.	
Graphic Designer	Responsible for designing the brand identity system for communications on behalf of the organization.	Experienced at holding events and functions; grace under pressure.	
Web Designer	Sets up and oversees the development of the website, works closely with the graphic designer to ensure that the brand identity is reflected in the website.	Experienced in designing website systems.	
Permissions Manager	Responsible for handling any and all permission, copyrights, and other legal issues related to communications.	Experienced at permissions, licensing, copyright and trademark; organized.	
Communications Manager	Writes newsletters, website content, invitations to events, and all marketing collateral, including annual reports.	Professional writing skills.	

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Communication and Marketing Process and Schedule Checklist

Identify the steps in developing your communications and marketing strategy and create a schedule for it. This will help you achieve your strategic goals and keep your priorities focused over time.



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Set a Schedule

STEPS	DEADLINE	STAFF
Review Strategic Plan and Set Communication Goals		
Establish a Communication Team		
Reflect on a Brand Identity for the Organization; Identify Success Stories for Organization and Create a Brief for a Designer		
Hire an Experienced Designer to Create a Brand Identity System		
Finalize Brand Identity System with Approval from Board and Director or Organization (Expect Many Iterations Before Reaching This Point)		
Create a Communications Toolkit/ Marketing Collateral		
Create a Communications Calendar		
Develop or Redesign Website per Brand Identity System		
Execute Brand Identity on All Communications: Stationery, Signage and Digital Projects		
Produce Annual Report per Brand Identity System		
Evaluate Feedback on Brand Identity System		
Create Brief for Improving or Refining Brand		
Execute Design Refinement		
Track and Evaluate Impact of Communication Efforts		
Identify Lessons Learned		