**Product Communications Strategy Template**

Product to be communicated (e.g., publication):

Product lead and institution (e.g., lead author):

Other involved institutions:

**Goals and Audience(s)**

**Communications goals**: The main goal(s) we want to achieve through our communications efforts is…

**Audience and Outcomes**: The people we must influence to achieve our goals are…

We must motivate our audience to do the following to achieve our goals…

**Messages**

What problem area or context is your study addressing or embedded within, especially that which is important to your audience?

What key messages from your product must be conveyed to your audience(s)?

Why should your audience care about this message – what is the “so what”?

What solutions do you propose or imply in your product?

What technical terms or jargon must be defined, clarified, or avoided in your communications?

If a news outlet were to cover your study, what would be your ideal headline for their article?

**Tactics**

The tactic that would most help us reach our audience and accomplish our goal is…

Type:

Project lead:

Other team members:

Dates and deadlines:

Promotion plan: