

PR communication plan for company's external stakeholders

This template covers a communication plan to improve the company's reputation. It includes communication details such as message, target audience, aim, means of communication, frequency, department responsible, etc.



Message	Target Audience	Aim	Means of Communication	Time/Frequency	Department Responsible
Implementing sustainable marketing strategy	Customer, local government	Proof compliance to buyer's expectations	Newsletter, website, conference	Before strategy execution	PR/ Marketing Manager
New Brand launch	All stakeholders, including business associations	Improves company reputation regarding sustainability efforts	Newsletter, website, conference	Before installation	PR/ Marketing Manager
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AW Chickering



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