

Video 2: The Visual Communication Planner: from purpose to results

In this second video, I show you the questions on the Visual Communication Planner about the first and most important element of the strategy: goals. Discover more on <https://visualcommunicationplanner.com>

Hello and welcome to the second training video about the Visual Communication Planner.

Imagine you are a mountain climber. You want to reach the top of a mountain. This is your goal. Defining the goal in detail is the first step. It is important to dwell at length on this phase because sometimes you think you have a clear goal when instead you have only vaguely defined it.

The goal of a strategy should be Specific, linked to a Target, Measurable, Reachable, and should be Talked about and agreed upon with all the people involved in the strategy, internal or external to the company.

Remember: if there is no goal, there is no strategy.

The Visual Communication Planner doesn't give you answers. This marketing canvas provides the questions that require answers in order to fill the element of your digital marketing strategy.

You can find these questions also in the slides provided on the official website:

- What is the specific goal of this communication strategy?
- Is it a commercial or corporate goal?
- Which market is your target related to?
- Are there different goals for specific targets?
- Is this an achievable and measurable goal?
- What is the process that now leads you to achieve this goal online or offline?
- Who are the people involved in this element of the strategy?
- Has the goal been discussed and shared with all the stakeholders involved?
- Who will manage the contacts received or the sales concluded with this strategy?

At this point, you should have already defined the target market and the audience of your strategy.

If you haven't, don't worry, here are two more questions for you:

- Who do you want to address with your product or service?
- Who do your competitors promote themselves to?

Now you have all the questions to answer and define the most important element of your marketing strategy, the summit of your mountain: your goal.

As Laurence Peter used to say:

"If you don't know where you are going, you will probably end up somewhere else."

Thank you for watching and happy climbing!