

# Want to advance your vision & achieve real change?

Start with an audience-centric strategic communications plan.

Strategic planning helps set the stage for a project, campaign, or initiative. It defines the goals and outlines the team's approach to reaching them. But to be successful, it must be audience-centric and supported by formative research. In fact, following a methodical process grounded in research is how we 'find the difference' – the unique strategies that help us connect with key audiences and amplify our clients' voices. It's this difference that drives the strategic plan,

which helps ensure activities are results-oriented and effective.

Our team is not only skilled at developing this plan, but also excels at scaling the process to meet our clients' needs. It can be expanded for large, multifaceted campaigns as well as scaled back for smaller communications initiatives.



## CORE STRATEGIC PLANNING CAPABILITIES

### STRATEGY SESSION

Hager Sharp's approach to strategic communications begins with a strategy session. Here, we:

- Review research findings;
- Set goals and objectives;
- Define and segment the audience;
- Discuss audience-centric strategies;
- Discuss key message topics;
- Brainstorm tactics; and
- Identify metrics to evaluate success.

### STRATEGIC ROADMAP

After the strategy session, we develop The Roadmap, Hager Sharp's proprietary planning tool. The Roadmap facilitates a systematic approach to communications planning and provides clients with an at-a-glance view of goals and objectives, audiences, strategies, tactics, and evaluation measures.

### STRATEGIC PLAN

This is where it all comes together. After reviewing The Roadmap with the client and getting their feedback, the Hager Sharp team develops the final product, the strategic plan. This plan takes a deep dive into specific tactics and channels for reaching audiences and motivating action.

## WE HAVE USED THIS STRATEGIC PLANNING APPROACH TO ACHIEVE ORGANIZATIONAL GOALS ON BEHALF OF MANY CLIENTS, INCLUDING:

### WOLF TRAP INSTITUTE

Wolf Trap Institute for Early Learning Through the Arts needed to increase awareness of its work and expand its communication efforts. After conducting a thorough environmental scan and in-depth interviews, we developed a comprehensive communications plan that included message development, creative materials development, and digital engagement. As the first step, we developed a multifaceted message map to articulate the Wolf Trap Institute's approach, impact, and leadership and collaboratively developed materials based on those messages to anchor the program's outreach efforts.

### CDC'S HPV VACCINE IS CANCER PREVENTION CAMPAIGN

To better understand lagging HPV vaccination rates, we conducted formative research, revealing a critical insight: Parents and healthcare providers were reluctant to discuss the HPV vaccine because it required talking about a sexually transmitted disease, which made both parties uncomfortable. During the strategic planning process, we saw an opportunity to overcome this barrier. We reframed the dialogue about the HPV vaccine from its association with a sexually transmitted disease to its essential benefit of cancer prevention. In response to this framing, we developed the award-winning campaign, *HPV Vaccine Is Cancer Prevention*, and ultimately saw increases in HPV vaccine uptake among adolescent boys and girls.

## OUR AUDIENCE-CENTRIC APPROACH HAS ALSO HELPED THE FOLLOWING CLIENTS MAKE A DIFFERENCE:



### ABOUT HAGER SHARP

At Hager Sharp, we've dedicated more than 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about our strategic planning expertise



HAGER SHARP