

HOW STRATEGIC → COMMUNICATIONS WORKS



01

INTERNAL COMMUNICATIONS

**Helps to drive a shared vision;
keeps employees engaged and supports organizational effectiveness**

BRAND COMMUNICATIONS

02

Crafts and disseminates a compelling narrative that enables the brand to become more visible and better positioned in the marketplace

03

CRISIS COMMUNICATIONS & ISSUES MANAGEMENT

**Manages reputation,
mitigates issues,
responds to and
effectively de-
escalates crisis
situations**

MARKETING COMMUNICATIONS

04

Develops and deploys content that generates leads for the business; enables customer attraction, retention and long-term brand loyalty

05

EXTERNAL COMMUNICATIONS

Manages perception, enhances goodwill, influences opinion, creates space and support for the business

BRAND COMMUNICATIONS

Opens NEW doors of opportunity by promoting brand messaging and amplifying corporate successes far beyond the current footprint of the organization

06

07

MEDIA RESPONSE AND STAKEHOLDER MANAGEMENT

Ensures that the company knows what to do in a crisis and is able to turn things around quickly without damage to reputation or loss of goodwill

AUDIENCE-TARGETED COMMUNICATIONS

08

Identifies the most critical audiences and stakeholders to influence and targets them with tailored messaging until success is achieved

09

BRAND NARRATIVE PROMOTION

Ensures that the external narrative and public perception about the brand, business or organization is an accurate and complete reflection of the nature, impact and true value of the entity

TRUST BUILDING COMMUNICATION

10

Helps the organization create, invest in and maintain a *strong bank of trust* and reputation currency ready for use when required



**SAVE THIS POST IF
YOU FIND IT USEFUL**