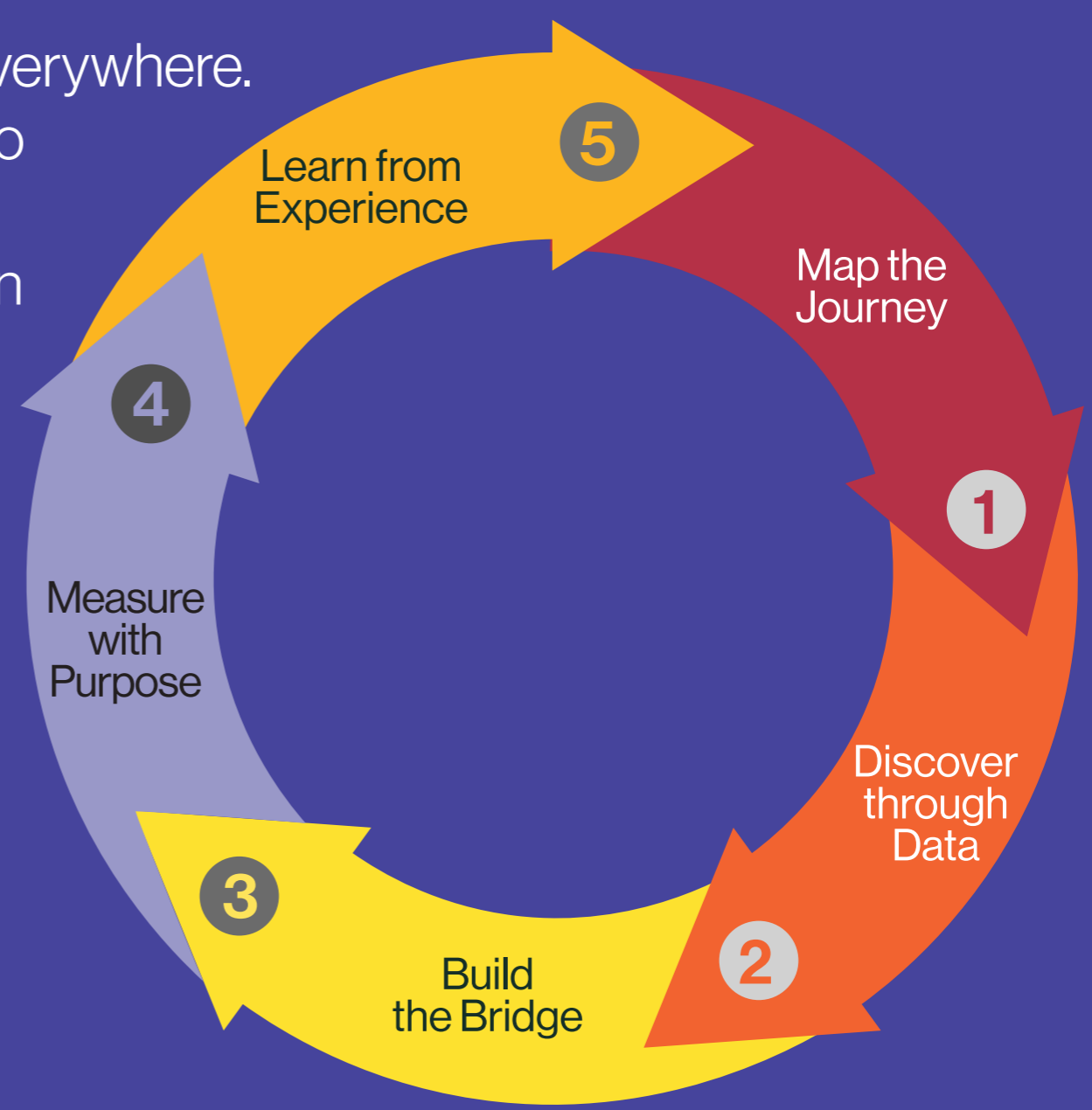


# Five steps for becoming data smart, insight-powered and impact-driven

In today's data revolution, information is everywhere. But information doesn't always translate to understanding. Today's Communications professionals must build a bridge between the mountain of available data, what it means, and why it matters—using it to deliver impact.

The process to get there is Precision Communications Planning, a strategic approach that uses advanced data analytics to harvest insights, understand audiences, inform content and channel strategy, and target goals with unprecedented efficiency.



## 1 Map the Journey

What exactly is the opportunity or challenge you're starting with?

Who specifically are you talking to and how do you want them to change?

What would success look like?

Clarify our goals and set measurable objectives for them

## 2 Discover Through Data

What influences the way your audience thinks and behaves?

What research sheds light on the category, competitors, and consumers?

How do your audience's underlying needs and emotions drive their behavior, impose barriers, or present opportunities?

Discover what truly motivates your audience

## 3 Build the Bridge

Which product attributes and messages are most likely to resonate with your target audience?

Which channels and influencers do they trust?

When and where is the precise way to reach them so they pay attention?

Meet your audience where they are with messages that matter to them

## 4 Measure With Purpose

Which metrics will show success and how will you collect that data??

How can you include metrics that show short- and long-term impact

Which KPIs will best determine if your goals have been met?

Precisely track meaningful metrics

## 5 Learn From Experience

Which messages, tactics, or executions worked best? Least?

Which metrics best correlated to the desired outcomes from your key audiences?

What new insights or unexpected results did you uncover or achieve?

Perform a post-mortem to learn from experience and build on success