

## INTERNAL MARKETING ACTION PLANNING

INTERACTIVE TEMPLATE

Company Name:

### Your Company Goals

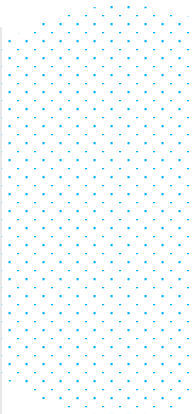
What do you want to get out of your marketing strategy?

Note down 4 goals that you want to achieve as a company.

### Reaching Your Goals

You will need to know how you are planning to reach your goals. Note down how you are going to do this.





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### Audience

Who will need to receive communications in order to meet your goals?

Write down the people or departments who will be involved in your internal marketing strategy.

### Marketing Message

What will your messaging be?

Tick the things that you want to start communicating internally to your workforce.

Company News

Events

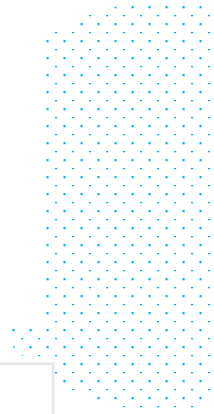
Important Documents

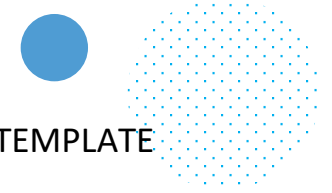
General News

Tailored Content

Mandatory Reading

Other





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### Your Internal Communications Tactics

How will you communicate your message internally?

Identify the channels you want to use to communicate your message. If it's an intranet, expand on the specific features you will need.

### Measuring The Impact

What metrics will you use?

Set metrics to measure the success of your strategy. Note down 5 different ones. For example, 'increase sales by 10% by the end of the year'

See how Oak can help boost your internal marketing strategy

[Book a demo](#)