IP BEST PRACTICES

Comms Plan

A best practice shared by Henno Janmaat.

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Comms Plan

After the identity skeleton has been defined, build a communication plan that leaves room for activation.

Key steps

After the identity skeleton has been defined, you can start building your communication plan and marketing materials.

Keep your communication on an abstract level, to ensure enough room for activation in the next stage.

The best way to activate professionals is by asking them questions, since questions lead to answers.

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