





My communication strategy

Module 3



It's up to you! My communication strategy

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| 1. **The product / The consumer** | |
| **What is your kitchen segment?** | * **………………………………………… …………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** |
| **What rhythm for your menus?** | * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** |
| 1. **Cost / Time** | |
| **What is the cost of communication for your company?** | * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** |
| **How much time is allocated to communication?** | * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** |
| 1. **Promotion / Communication** | |
| **What media do you use? (press, radio, television, internet, billboards, etc.)** | * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** |
| **How often?**  **(continuous, event-driven, etc)** | * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** |
| 1. **Dissemination** | |
| **Which web tools enhance your business? (Web: social networks, website, blog...)** | * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** |
| **Which Print tools enhance your business? (Business cards, menus, flyers...)** | * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** * **……………………………………………………………………………………………………………………** |