







DIY Tool: Tactical Communications Template for Small Business Entrepreneurs

This worksheet helps small business entrepreneurs carefully craft and optimise their communication strategy by considering the **source, message construction, media channels, and target market characteristics**. Use this to design impactful, audience-focused marketing strategies.

How to Use This Template:

1. **Understand each construct** with provided definitions and examples.
2. **Reflect** on how these apply to your business by filling out the "Your Strategy" column.
3. Use the insights to refine your **media and channel choices** for maximum impact.

Construct	Definition	Example	Your Strategy
Who will be the source of the message?	The individual, entity, or persona representing your brand in the communication. The source should resonate with the audience and build trust. (Mascot or celebrity endorsement, trusted ?)	A pet owner endorsing a pet food brand in a commercial or a local community leader promoting a new restaurant. Healthy new food supplement might use the Heart Foundation as trusted endorser.	 Who can best represent your brand (e.g., relatable persona, expert, influencer)?
How should the message be constructed?	The way the message is framed to evoke interest, emotion, or action. Consider tone and focus (e.g., benefits, negative consequences, comparisons, hedonic fantasy, or storytelling).	A comparison ad showing why your service is faster or cheaper than competitors, or a fantasy ad inspiring aspiration.	 What tone, focus, or strategy will make your message resonate (e.g., problem-solving, aspirational)?

What media will transmit the message?	The communication channel(s) used to deliver your message to your audience. Choose channels that align with your target market's preferences. (print, TV, digital media)	A social media campaign for younger audiences, print ads for local communities, or a website with lead magnets .	 Which channels will you prioritise to reach your audience (e.g., digital ads, community events, TV)?
What are the characteristics of the target market?	Key demographics, psychographics, and behaviours of your target audience that influence their preferences and buying decisions.	A status-oriented young professional who values luxury and social proof, or a budget-conscious family seeking savings. Or a patriotic supporter seeking evidence of producer from a particular country?	 Who is your audience, and what are their key traits (age, income, lifestyle, values)?

Reflection Questions

<i>Who in your team or network could help refine your message or identify the right channels?</i>	
<i>Which media channels have delivered the best results for your business in the past? (Or where do you see your competitors – are these valid for the target audience, or should you pivot?)</i>	
<i>What key adjustments to channel, message and timing, could you make to better align with your audience's preferences?</i>	

Next Steps:

- ◆ **Test** your communication strategy on a smaller scale before full implementation.
- ◆ **Analyse** results from each channel to identify which delivers the highest ROI.
- ◆ **Iterate and refine** based on customer feedback and performance data.

