

ERG Branding & Communications Strategy
With Action Planning Worksheet

VisionSpring
Inclusion Learning Loop

Developing your ERG Branding & Communications Strategy

Instructions:

Your ERG branding and communications strategy is not much different than any other branding strategy and therefore you can easily apply the marketing mix or 4 Ps of a marketing strategy.

Below you will find a template, example and worksheet.

Work with your ERG leadership team to complete your goal setting questions and fill out your 4 Ps worksheet.

STEP 1

Use the worksheet on page 3 to help you think through your operational objectives. Before determining what and how you will communicate about your ERG, it is important to understand the end goal.

STEP 2

Once you have you have reached agreement on your operational objectives, you can begin to think about the 4 Ps of your ERG branding and communication strategy. Take a look at the outline and example on pages 4 and 5. What is it you want to communicate about your ERG, what are the benefits and how can you best reach your member base and potential new members. Use the worksheet on page 6 to record your thoughts.

STEP 3

Finally, take action. Using the ideas generated in step 2, craft your elevator pitch. Then determine the action steps you will take to execute your branding and communications strategy. What are the specific action items in which you will engage to build your brand and reach existing and potential new members? Use the action planning worksheet on page 7.

ERG Branding and Communications Strategy

1. What are the specific operating goals/objectives for our ERG?

(Think about how the ERG needs to “look” in order to achieve the objectives – member base/growth, member engagement, participation, chapter expansion, sponsor engagement, organizational support/leader engagement, etc.)

2. What are the potential roadblocks to successfully achieving goals and objectives?

3. What are the required tools, resources and/or other success factors needed to accomplish our goals?

Developing your ERG Branding & Communications Strategy

Product:

- What specific challenges and opportunities do you address?
- What are the ways in which you add value to the organization and your members?
- What does the member hope to achieve through engagement?

Price:

- What is the return on a member's investment of time?
- What makes you indispensable to your members?

Promotion:

- What do you want to communicate about your ERG?
- How can you reinforce your value proposition?

Place:

- Where are members and potential members getting their information?
- Where are there creative opportunities to reach potential members?

Developing your ERG Branding & Communications Strategy - Example

Product:

- Developmental Opportunities
- Support and Resources for Veterans and their Families
- Create a Culture that Truly Values Military Veterans for Their Past, Current and Future Service
- Contribute to the Success of our Organization

Price:

- Access to Senior Leadership / Visibility
- Leadership Experience / Skills
- Support Client Acquisition and Service
- Strategic / Support Network
- Resources / Information / Support
- Connection to Community / Service

Promotion:

- Calendar of Events / List Leaders Who Will be Present
- Member Profiles / Member Promotions/ERG Success Stories in Company Newsletter
- Member Stories on ERG website
- Leader Video Testimonials
- Leverage Sponsor to Reach Leadership Team

Place:

- Company Intranet, Newsletter and SharePoint Portals
- Table Tents in Lunch/Break Rooms
- Posters in Lobby, Elevators, Restrooms
- Roaming Campaign
- Promotional Giveaways for Company and Community Events

Developing your ERG Branding & Communications Strategy

Product:

Price:

Promotion:

Place:

ERG Elevator Pitch:	
Promotion Activities	Place
1.) _____	1.) _____
2.) _____	2.) _____
3.) _____	3.) _____
4.) _____	4.) _____
Strategic Partners both Internal and External:	Key Outcomes / Measures of Success:
1.) _____	1.) _____
2.) _____	2.) _____
3.) _____	3.) _____
Action Items to Execute	
1.) _____ in charge: _____ Date: _____	4.) _____ in charge: _____ Date: _____
2.) _____ in charge: _____ Date: _____	5.) _____ in charge: _____ Date: _____
3.) _____ in charge: _____ Date: _____	6.) _____ in charge: _____ Date: _____