

Comms plan



What is this?

Everett Rogers, a professor of Psychology, set out the Diffusions of Innovations Theory in 1962. It states that to gain widespread adoption of an idea or innovation there are five separate groups of people that you need to communicate with. These five groups of people have very different mindsets and therefore need to be communicated with using different channels/media and with different messages.

In this tool your group will use Rogers' theory to create a plan of communication channels and messages to tell their five target audiences about their innovation.

How it works

Step 1

Thinking about the people that they want to tell about their innovation – whether external audiences to buy it or internal audiences to adopt it into their processes – put the people into the following five groups:

Innovators	Always first to learn about & adopt an innovation. They are risk takers, & like sharing new ideas with friends	
Early adopters	A small group of forward-thinkers, respected as opinion leaders. Their endorsement of the innovation is crucial	List of target audience who fit in this group (by name, job title or organisation depending on the size of the target audience)
Early majority	Two-thirds of the target audience. They take time to adopt an innovation & only do it when they are convinced of the benefits	
Late majority	Resistant to change but responsive to peer pressure. Want innovations to be well tested and widely used before they risk trying it	
Laggards	Highly resistant to change and hard to reach with marketing. Wait until innovation is mainstream and some will never adopt it	

Step 2

Adding a fourth column to the table, list what messages these people would want to hear about the innovation based on their characteristics in column two. Messages should always be focused on the benefits of the innovation for the person/group and not its features.

E.g. the 'Innovators' would like to hear that the innovation is new and they could be first to test it out. The group could even say that they are recruiting testers and that they need these influencers to share their experiences of the innovation on social media.

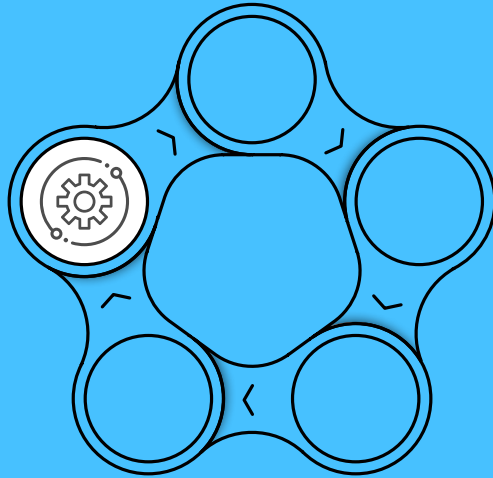
Step 3

Adding a fifth column to the table, list what types of communications channels or media these people use regularly and would want to hear about the innovation on.

E.g. the 'Innovators' would regularly use the latest social media channels, so a targeted paid campaign would be a good idea or a direct message on LinkedIn perhaps.

Why it works

By breaking down the audience into five different groups, your group can focus on the needs of each group and target these directly in an efficient, effective and planned way that will save both time and budget for the Communications Team.



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