

Prospects/Customers - via PR, marketing (incl ABM) & sales channels			
Awareness	Visual identity, company/business description, differentiation, elevator pitch, news Thought leadership - market trends, new ideas, expert opinion, research findings		
Consideration	Product - features/benefits/USPs, case studies, best practice, demos, roadmap, innovation		
Purchase	Product specifications & technical details, implementation process, SLAs, pricing, contracts		
Advocacy	Implementation & satisfaction checks, product updates, new product information, promotions Thought leadership, innovation, news Requests for testimonials, quotes, case studies, joint speeches		
Partners	Prospective Employees	Analysts	Journalists
Ecosystem/partner types	Logos & case studies	Company strategy & news	Case studies/interviews
Logos & case studies	Company culture	Product innovations	Company news
Programmes/benefits/terms	Employee testimonials	Case studies/interviews	Product innovations
Implementation/technical	Office locations		
Marketing campaigns	Company benefits		
Sales campaigns			

Communications Mix
owned websites
owned social media
advertising/sponsorship
audio, visual, written content
own events/webinars
innovation workshops
sales engagements
awards
3 rd party websites
earned social media
3 rd party events/webinars
journalist coverage
analyst briefings/reports