



INTERNAL COMMUNICATIONS

Internal communications are a strategic management function; strategies are planned and implemented to support specific business objectives.

Internal communications can:

- Help to retain staff
- Help your staff to understand the mission - working more effectively towards strategic business goals
- Support organisational change
- Create staff advocacy which helps to build corporate reputation

Our strategic internal comms framework



How Black Vanilla can help

Outsourcing Solutions

- Planning - annual or specific campaigns
- Campaign implementation:
 - Copywriting
 - Digital tactics including podcasts and webinars
 - Design and print
 - Events
- Measurement & reporting
- Promotional items

Strategy Workshop

- Objective setting
- Audience & channel development
- Gap analysis
- Key message development
- Campaign tactics
- Measurement strategy
- Plan-on-a-page

Resourcing

- Copywriting - blogs, newsletters
- Digital tactics, including podcasts and webinars
- Print & design
- Events, webinars
- Social media
- Promotional items

We can also work with business leaders on key message delivery and media training.

