Message	Audience	Channel	Control and response
What is the social impact, value or quality you want to talk about?	Who wants to hear about your impact?	How will you get to your audience?	What do you want to achieve? How many responses / presentation / clients do you want?
What are your key messages?	Who are appropriate stakeholders?	What mechanisms, activities or channels will you use?	What resources (time / money / people) can you
	Who is your audience?	Can you work with others to gain access to your	use for marketing?
		audience? Who else has a relationship with them?	What are you learning about your customers?