

# NUTS & BOLTS: THE BASICS

## AN INVENTORY OF COMMUNICATION PLANNING



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# NUTS & BOLTS: THE BASICS

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The Basics.

# NUTS & BOLTS: THE BASICS

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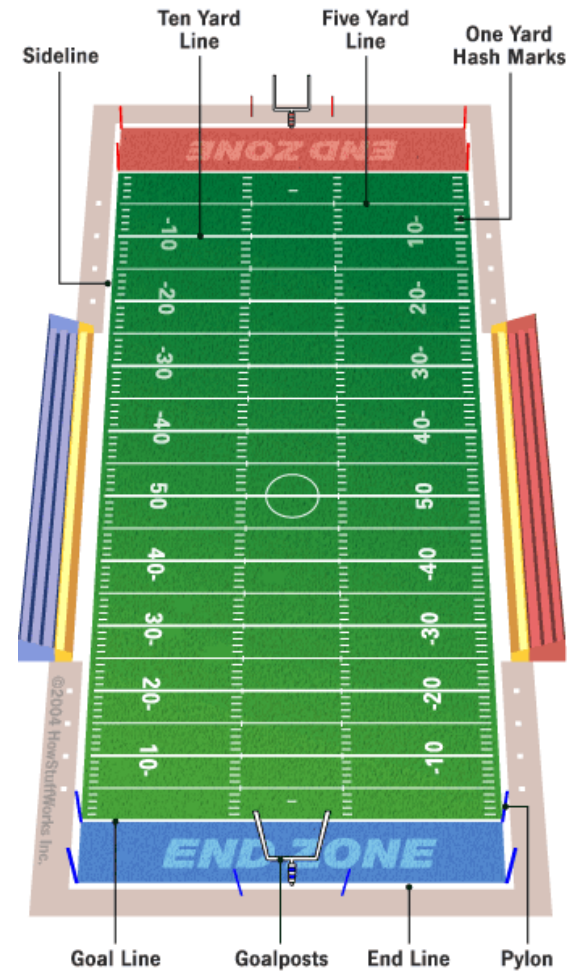
Goals vs. Objectives  
Strategy vs. Tactics  
KPI vs. ROI

# NUTS & BOLTS: THE BASICS

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**The Basics Matter.**

**THE BASICS  
SET THE  
PARAMETERS TO  
MEASURE  
PERFORMANCE.**



# Knowing The Basics is Essential to Measurement.



# NUTS & BOLTS: THE BASICS

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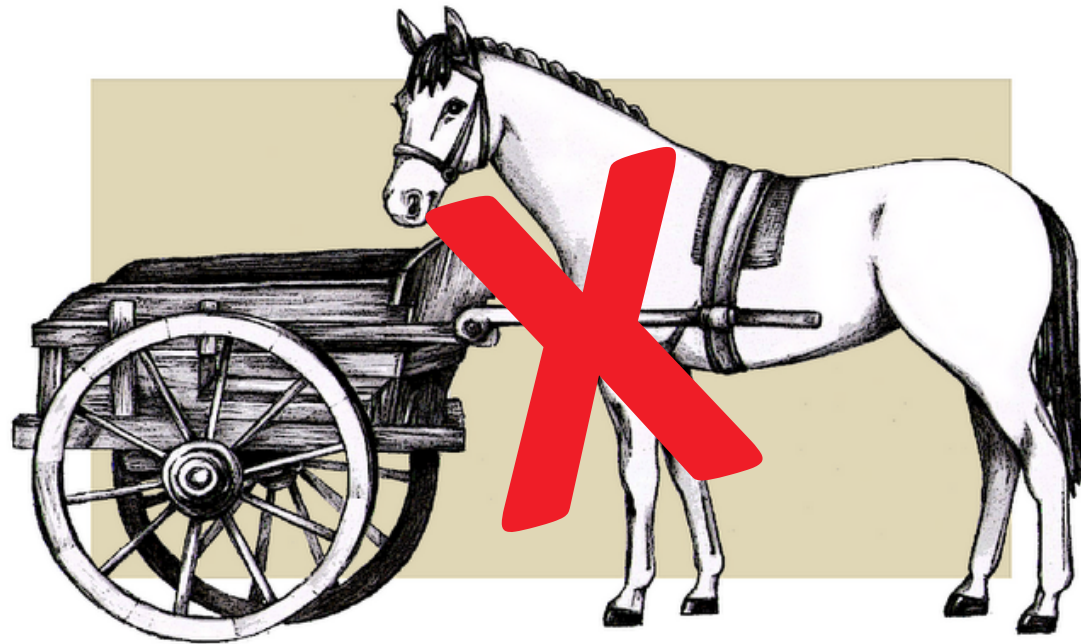
**Goals vs. Objectives**  
**Strategy vs. Tactics**  
**KPI vs. ROI**

**GOAL**

**OBJECTIVE**

**STRATEGY**

**TACTIC**



**GOAL**

**OBJECTIVE**

**STRATEGY**

**TACTIC**

**GOAL**

**OBJECTIVE**

**STRATEGY**

**TACTIC**

**GOAL**

**OBJECTIVE**



**STRATEGY**

**TACTIC**



GOAL

OBJECTIVE



STRATEGY

TACTIC





GOAL

OBJECTIVE

STRATEGY

TACTIC



ABSTRACT



GOAL

OBJECTIVE



STRATEGY

TACTIC



ACTIONABLE

LONG TERM



**GOAL**

**OBJECTIVE**



**STRATEGY**

**TACTIC**



SHORT TERM

FEW METRICS



**GOAL**

**OBJECTIVE**



**STRATEGY**

**TACTIC**



MANY METRICS

**KPI:**

**Key Performance Indicator**

**ROI:**

**Return on Investment**

**GOAL**

**OBJECTIVE**



**STRATEGY**

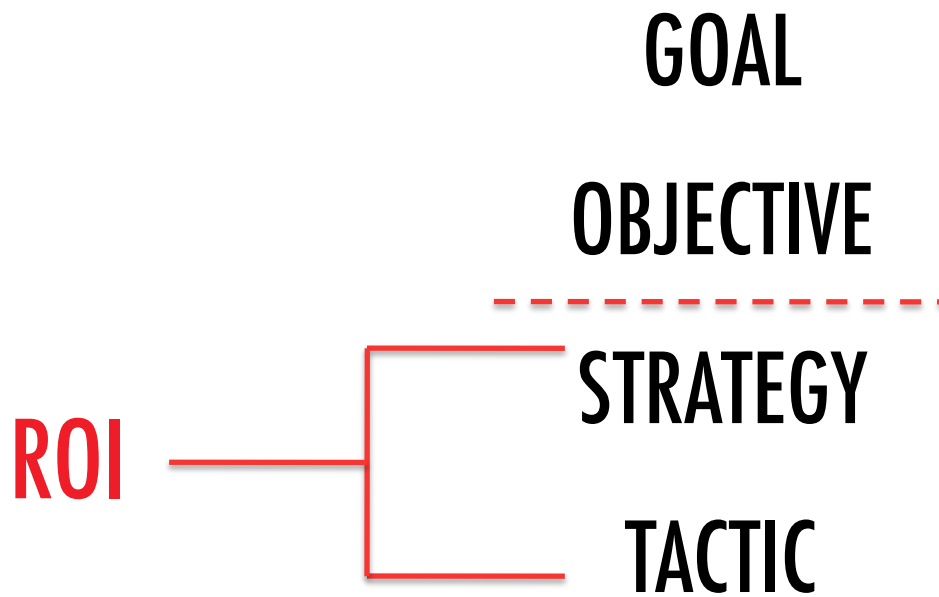
**KPI**

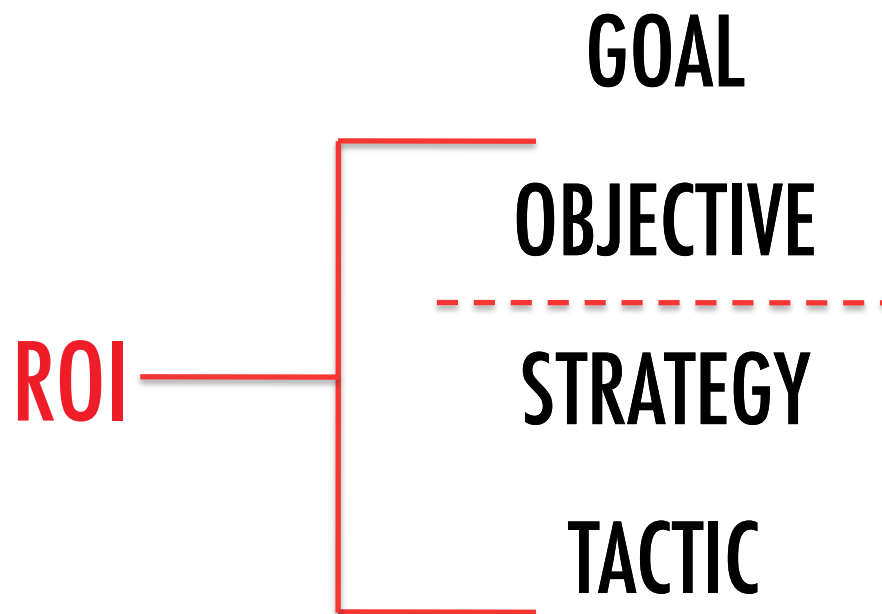
**TACTIC**

**KPI**

**KPI**

**KPI**









**GOAL**  
**vs.**  
**OBJECTIVE**

**GOAL**  
**VS.**  
**OBJECTIVE**

**GOAL**  
**vs.**  
**OBJECTIVE**

# Choose S.M.A.R.T. Objectives

**S** Specific

**M** Measurable

**A** Actionable

**R** Realistic

**T** Timed





**GOAL:**  
**Victory**



**OBJECTI**

**VE:**

**Points**

# GOAL: Victory

## OFFENSE



## DEFENSE



# OFFENSE

Objective: **Score**



# DEFENSE

Objective: Prevent



GOAL: **Victory**

OBJECTIVE:  
**Score Points**



OBJECTIVE:  
**Prevent Points**

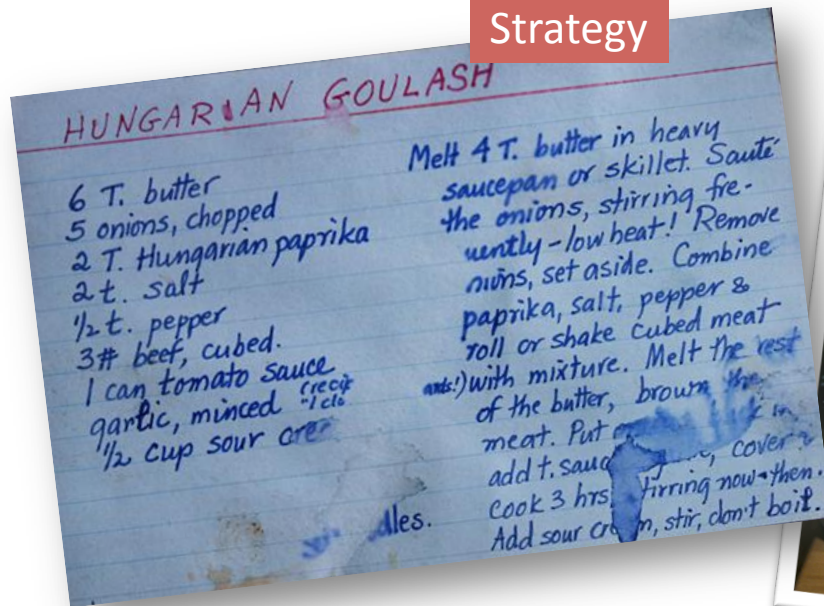




**STRATEGY**  
**vs.**  
**TACTICS**

# Interdependent Relationship:

Strategy

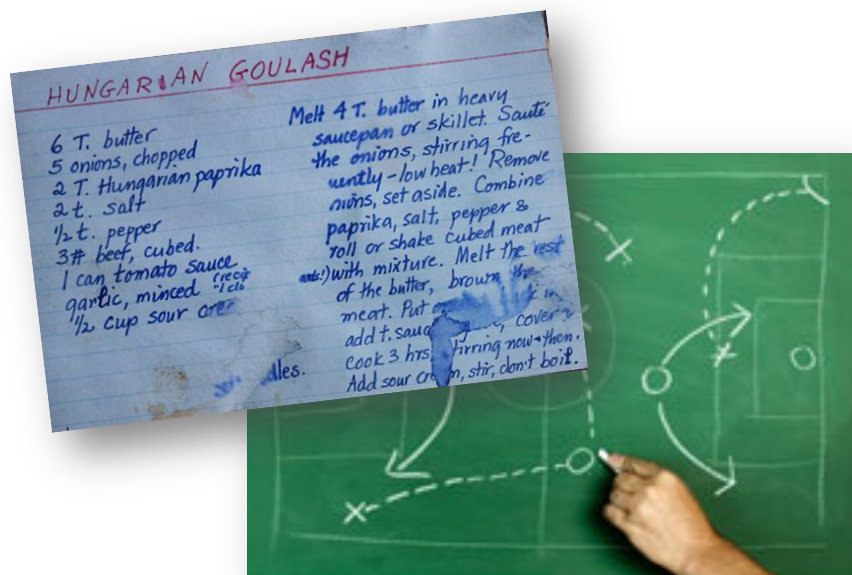


Tactics



# What is Strategy?

**A Plan of Action that Makes the Whole Greater than the Parts.**



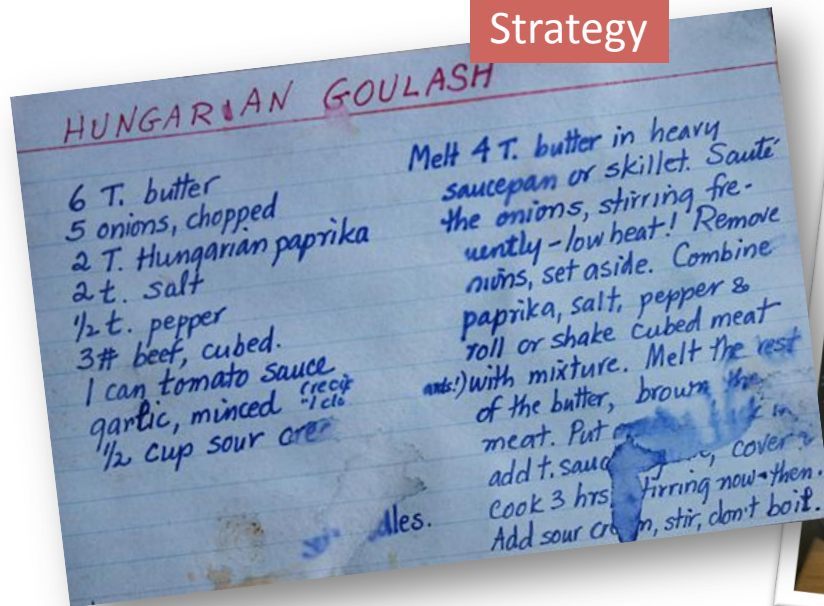
1. Articulates the challenge
2. Set of guiding principles
3. Set of coherent actions

**GOOD STRATEGY:**  
Makes the Complex Sound  
Simple

**BAD STRATEGY:**  
Makes the Simple Sound  
Complex

# Interdependent Relationship:

Strategy



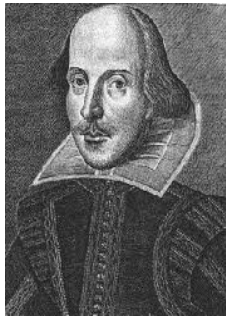
Tactics



# Interdependent Relationship:



# Tactics Need Structure to be Successful.



(Iambic Pentameter)

# Tactics Need Structure to be Successful.



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# NUTS & BOLTS: THE BASICS

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Thank You!

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The Current State  
Of Digital &  
Social Media Integration  
(Present Day)

