

## Strategic Communications Primer for Great Lakes Habitat Advocates

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The eight essential components of an effective campaign strategy!

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Strategic communications is basically marketing by another name, but it's not just for the for-profit world. After all, at the heart of a good strategic communications strategy is, quite simply, a compelling argument – an argument that moves people to act. Creating an effective strategy involves identifying your goals and who you need to enlist to accomplish those goals, learning their motivations and creating a compelling message based on those motivations; and, of course, getting your message to them.

The value that a strategic communications strategy can bring to your work is greater today than ever before. We live in a culture increasingly saturated with sophisticated marketing appeals competing for people's time and concern. Those of us working to protect the Great Lakes and related habitats need – now, more than ever – to be strategic in how we leverage our limited resources to gain our audiences' attention.



*The Primer* is not designed for communications experts, but for grassroots organizers dedicated to enhancing public education and outreach efforts. This is by no means the whole story, but with a little reflection, research and planning, you'll be well on your way. Let's get started!

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