





Basic element	Objective	Did you deliver?	How do you know?
PRODUCT 	Answer audience question/need (define question/need below)	Yes/No	Level of engagement (e.g., increased queries/sales, etc.)
AUDIENCE 	Who benefits most? (identify audience)	Yes/No	Level of engagement (e.g., clicks/queries/sales, etc.)
STAKEHOLDERS 	Who needs to know? (list stakeholders/stage of communication)	Yes/No	Level of engagement (e.g., complaints/execution misses)
PURPOSE 	What was the purpose? (e.g., educate, sell, inform)	Yes/No	Level of engagement (e.g., failed/successful execution on instructions)

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