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## Step 5: What is your call to action (CTA)?

This is the clear, concrete action people can take that facilitates the communication objectives, and can vary over time and communication channels.

**E**   
**P** 

**CALL TO ACTION**

**AUDIENCE :**

1.

2.

3.

## Step 6: What is your communication content and formats?

These are the promotional materials and content that support the activities above.

**E**   
**P** 

**CONTENT & FORMATS :**

## Step 7: What are your success measures?

These are quantitative measures that primarily assess the communication process.

**E**   
**M** 

**KEY MEASURES (for each call to action/ audience):**