



Sample Firm's Communication Matrix

Audience	#1 Message	Frequency	Format (s)	Responsible	Process
Suspects	<i>Sign up for our white paper</i>	<i>24-7</i>	<i>Sales funnel, twitter, LinkedIn, blog, internet ads</i>	<i>Owner</i>	<i>SF 3x Twitter 3x Blog 1x</i>
Prospects	<i>Special service with opt in response</i>	<i>Upon Registration</i>	<i>Email with 7 drip email</i>	<i>Owner</i>	<i>Preload all letters into auto responder</i>
Customers	<i>Introduction to consultation</i>	<i>Upon Registration</i>	<i>Email Postcard</i>	<i>Owner</i>	<i>Pulled weekly/day</i>
Clients	<i>Thank you for doing business</i>	<i>Upon Registration</i>	<i>Email/Print letter Postcard</i>	<i>Owner</i>	<i>Reviewed weekly</i>
Evangelists	<i>We Appreciate you</i>	<i>Quarterly</i>	<i>Phone Call Email</i>	<i>Owner</i>	<i>Pull report in January April August and November</i>
Aged Customers	<i>Try us again</i>	<i>Semi Annually</i>	<i>Phone Call Email</i>	<i>Staff</i>	<i>Pull report in February and September</i>
Inactive customers	<i>We want to re-earn your business</i>	<i>Semi Annually</i>	<i>Email/Print letter Postcard Process needs a sales pitch</i>	<i>Intern</i>	<i>Pull report in February and September</i>
Strategic Partners	<i>Thank you for your partnership</i>	<i>Semi Annually</i>	<i>Introduction Letter</i>	<i>Marketer</i>	<i>Need</i>
Brokers	<i>We want to help you come more successful</i>	<i>Monthly</i>	<i>Working</i>	<i>Unassigned</i>	<i>Need</i>