



# CHANNEL MESSAGING GRID TEMPLATE

Project lead: \_\_\_\_\_

Grid complete by: \_\_\_\_\_

	SEGMENT ONE	SEGMENT TWO	SEGMENT THREE	SEGMENT FOUR
AUDIENCE SEGMENT				
KEY MESSAGE				
PRIMARY BENEFIT				
TONE/VOICE				
CALL TO ACTION				
EMAIL				
ORGANIC SOCIAL				
PAID SOCIAL				
SEARCH ADS				
WEBSITE				
OTHER				