[](https://www.smartsheet.com/try-it?trp=11809&utm_source=template-word&utm_medium=content&utm_campaign=Marketing+Communication+Matrix-word-11809&lpa=Marketing+Communication+Matrix+word+11809)**MARKETING COMMUNICATION MATRIX TEMPLATE**

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| **CAMPAIGN / INITIATIVE** | **TARGET  AUDIENCE** | **COMMUNICATION OBJECTIVES** | **KEY  MESSAGES** | **COMMUNICATION  METHODS** | **FREQUENCY** | **TIMING** | **DEPT / PARTY RESPONSIBLE** | **COMMENTS** |
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