

Perception Mapping Planner

If you require any help or input contact Chris Crossland at chris@simplygreatcopy.com



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- Identify groups or individual decision makers who can influence the success of your organisation.
- Place them on the grid corresponding to their awareness of the organisation and what you believe they understand about your product or service offer.
- Identify those who you need to change their current perceptions.
- Use different size of circle to indicate size of group, or importance.
- Prepare a plan working on the messages, media, and engagement required to move decision makers into the top right quadrant