

PR Strategy Template

The Authority Guide to PR for Small Business
By Steve Bustin



To build your PR strategy, answer these questions as fully as possible:

An analysis of your current and recent PR

- What PR activity have you undertaken up until this point?
- If none – why not? What stopped you? Do you need to learn (or hire in) certain skills?
- What worked well?
- What didn't work – and why? What needs to change?
- What are your competitors doing in terms of PR? List coverage they've had that you feel should have featured you/your business instead.
- Is there anything you can learn from their activities?

An analysis of your public perception and reputation

- What do your key audiences currently know or understand about your business? How would they describe what you do – and how well you do it? Be honest – this the point to admit to any issues!
- Is this reputation accurate? Does something need to change internally before changing the external reputation?
- Is it positive or negative? Why?
- What part of your reputation do you need to change?

What do you want PR to achieve for your business? Be as specific as possible.

- Measurable objective 1:
- Measurable objective 2:
- Measurable objective 3:

Who are your target audiences?

- Are you targeting businesses or consumers?
 - B2B: Include location, industry sectors, job titles you need to target etc
 - B2C: Include location, gender, age, socio-economic group, education level, interests and hobbies etc
- Profile of target audience 1:
- Profile of target audience 2:

For each target audience, define your key media targets. What media do the people you need to reach, consume?

- National Newspapers:
- Local/regional newspapers:
- Consumer magazines:
- Trade/professional magazines/blogs:
- Online Outlets:
- Broadcast outlets:

Who is the key journalist you want to reach at each of those media outlets? List either a job title (such as 'business editor' or 'health reporter') or preferably the name of the person who holds that role at your target media outlet.

- National Newspapers:
- Local/regional newspapers:
- Consumer magazines:
- Trade/professional magazines:
- Online Outlets:
- Broadcast outlets:

What are the news stories you can offer to these key media targets, when do you want that coverage to appear and when do you need to release it?

- Story 1:
 - Target date for coverage:
 - When does it need to be released?
- Story 2:
 - Target date for coverage:
 - When does it need to be released?

- Story 3:
 - Target date for coverage:
 - When does it need to be released?

What other resources do you have to support each story?

Story 1:

- Images:
- Video:
- Case studies:
- Filming opportunities:
- Interviewees:
- Other:

Story 2:

- Images:
- Video:
- Case studies:
- Filming opportunities:
- Interviewees:
- Other:

Story 3:

- Images:
- Video:
- Case studies:
- Filming opportunities:
- Interviewees:
- Other:

What other tools are you going to use to further your PR campaign?

This might include #JournoRequest, Response Source, Expert Sources, forward feature lists etc.

- Tool 1
- Tool 2:
- Tool 3:

How often are you going to evaluate the success of your PR campaign and adjust your tactics and schedule as needed?

Delete as appropriate: Monthly / Quarterly / Annually / Other:

What constitutes success for this campaign?

This can be an extension of your measurable objectives above, or just the point when you know your campaign is taking off, such as the first time a new customer comes to you saying they heard about you in the media, or the first time a journalist contacts you rather than you having to contact them.

Timeline (on next page)

