

Creating a PR plan

PR is all about the constant stream of brand awareness and earning the trust of your audience

Without a plan you'll feel like you are winging it; you'll be inconsistent, unmotivated, lack connection with your audience and lack focus. Today you are going to create a basic plan. This can be a 3 month, 6 month plan or even a year plan. The goal is to stay visible, stay consistent, share your brand messages and reach your ideal customer.

When you write a plan you need to think about the following;

Which elements of your brand message you would like to share

Your ideal customer

Your media list

Awareness days that you can link to

Your call to action (CTA)

How you will measure your success – how will you know that you have reached your goals?

TASK: Set up an Excel spreadsheet using the following headers

The first line has been populated to show you an example. Once you've completed your plan, make sure you add each piece of planned PR to your to-do-list and calendar and stick to your schedule! Block out chunks of time when you can write your content in advance so it's ready to go even when you're busy. If it feels overwhelming, stick to a smaller number of journalists, editors or influencers and concentrate on building up relationships with them, then reach out to others when you feel ready.

DATE TO SEND PR CONTENT	STORY	AUDIENCE	KEY MESSAGE/S	CHANNEL	MEDIA TYPE	FREQUENCY OF MEDIA	STORY TYPE	CONTACT
01-06-2020	New product launch	40-50 year old professional women	Buy now /Save time	Blog	www.blog.uk	Once a month (time your PR in advance of media publication)	Product news	Sally Smith 01234 234234 sally@blog.uk
15-06-2020	Brand Purpose - update on charity work	40-50 year old professional women	Every time you buy, we donate to x charity	Printed magazine	Magazine name	Monthly	Human interest	Jo Smith 01234 567890 jo@mag.co.uk