MAKING
YOUR OWN

PR PLAN

A GUIDE & TEMPLATE

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The Launch

WHAT IS A PR PLAN & WHY DO YOU NEED ONE?

A PR plan is a strategy document that outlines your publicity and business development goals. It includes the narrative or messages you want to get out there, the PR tactics you're going to use to achieve your goals and your target audience for each tactic. It captures all of this within the framework of a timeline that keeps you accountable to deadlines and important calendar events.

Every good PR pro worth their salt uses a PR plan. We know that planning can seem like admin, and we're all about action and making a move.

But when it comes to PR, strategy is key. There's nothing like an action plan to ensure that goals turn into results.The great news is, once this document is completed, you can use it to check in on your monthly PR objectives, make sure your messaging is consistent, hold yourself accountable, and analyze what's working and what's not.

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Aside from its many benefits, once you're actually out there pitching, the mere process of creating a PR plan is a fantastic exercise in itself for entrepreneurs.

It helps you get crystal clear about some fundamentals for anyone in business, like:

- who you are as a brand/individual
- how you want your narrative to be shaped/ what is your story
- what most important info you want people to know about your business
- who do you ultimately want to reach with this information
- how you're going to reach them
- what kind of approach or tactics are you going to use when you do reach them
- how you want PR to impact your business and what growth you hope to see as a result

The following pages will show you a guided PR plan template, plus some blank sections for you to jot down ideas. There is also an accompanying editable template for you to populate for your business.

YOUR LOGO HERE

PR PLAN (TEMPLATE)

(YOUR BRAND/BUSINESS NAME HERE)

CAMPAIGN PERIOD
[When you're starting - When you're finishing
Eg; January to June 2020)

VOLUME
(How many different forms of outreach are being employed
Eg; publicity, social media, influencer outreach

SCOPE
{How widespread your outreach is
Eg; local, regional, multi-regional, national, multi-national, international)

BUSINESS OBJECTIVE:

(YOUR OVERALL BUSINESS OBJECTIVES - WHAT ARE YOU TRYING TO ACHIEVE IN BUSINESS IN GENERAL?)

COMMUNICATION OBJECTIVE:

(YOUR OVERALL COMMUNICATION OBJECTIVE - IS IT TO RAISE THE PROFILE OF YOUR BRAND, IN TURN ULTIMATELY DRIVING SALES?)

COMMUNICATION GOALS:

{A BULLET POINT LIST (3-5) OF YOUR ITEMIZED GOALS)

- *To position your brand as the leading XX brand in its category*
- *To generate product inquiry and awareness*
- *To drive sales*
- *To grow a strong social following*

KEY MESSAGES:

{A BULLET POINT LIST (5-8) OF YOUR BRAND'S KEY MESSAGES)

- *XX is the must-have new accessory for busy professionals*
- *XX is the first of its kind*
- *XX is based on 3 years of product development & research from NASA*
- *XX is cruelty free*
- *XX gives back to the community with 10% of all proceeds benefiting XX*

TARGET AUDIENCE:

{A BULLET POINT LIST (3-5) OF YOUR BRAND'S TARGET AUDIENCE)

- *Young professionals with medium to high income*
- *Women 21-40*
- *Lifestyle media*
- *LIfestyle influencers*

ACTIVITY	TARGETS	TARGET AUDIENCE	STATUS
(INSERT MONTH HERE)			
Eg; Personal Profiling	*(Detail some info about your activity here. Eg; Distribute press release & bio positioning company head/staff as an 'expert-in-the-field on relevant topics)*	*(List your media targets here. Eg; Forbes, Women's Health, Huffpost, Medium, LA Times)*	*Eg; Pending*
Eg; Product Placement	*(Detail some info about your activity here. Eg; Secure product feature placement in seasonal flat-lays, top 5 lists, and how-to guides)*	*(List your media targets here. Eg; Forbes, Women's Health, Huffpost, Medium, LA Times)*	*Eg; In progress*
Eg; Influencer Outreach	*(Detail some info about your activity here. Eg; Secure product feature placement in seasonal flat-lays, top 5 lists, and how-to guides)*	*(List your influencer targets here. Eg; Kylie Jenner, Jojo Siwa, The Bachelorette)*	*Eg; Complete*
Eg; Publicity Angle	*(Detail some info about your activity here. Eg; Release on new industry stats*	*(List your media targets here. Eg; Smart Company, Bloomberg, WSJ)*	*Eg; In progress*

**We recommend continuing for a minimum 3 months to be able to look ahead and be prepared*

YOUR PR PLAN

(YOUR BRAND/BUSINESS NAME HERE)

YOUR LOGO HERE

CAMPAIGN PERIOD	VOLUME	SCOPE

BUSINESS OBJECTIVE:

COMMUNICATION OBJECTIVE:

COMMUNICATION GOALS:

KEY MESSAGES:

TARGET AUDIENCE:

ACTIVITY	TARGETS	TARGET AUDIENCE	STATUS

ACTIVITY	TARGETS	TARGET AUDIENCE	STATUS

ACTIVITY	TARGETS	TARGET AUDIENCE	STATUS

NOTES