

SAN FRANCISCO



PR Plan
San Francisco Agency

Part 1 - Purpose and WHY discovery

60-75 mins

All great PR communications have clarity, simplicity, honesty, relevancy, and originality.

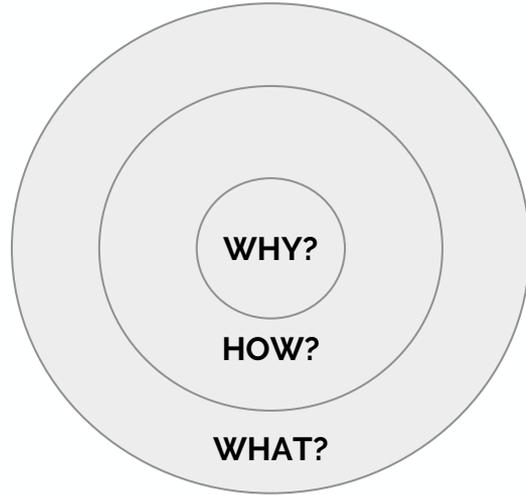
To be authentic, one must have a clear purpose that drives all business and PR decisions and actions.

In this section, we will begin this work by performing a WHY discovery workshop, which will help unearth this purpose on a company level.

Be prepared to share stories, have fun, and be honest - your company's WHY will come one step closer to being unearthed as a result.

1.1 Start with WHY

Add your organization WHY here. Also add your How based off the themes not used in the formation of your WHY. Your What is a straightforward description of your company's service or product.



Why: *The purpose of your organization*

we do (contribution) _____ so that (impact) _____

How: *The way in which it is delivered that differentiates you from competitors*

What: *A description of your service or product*

Learn more about Finding Your Why [by watching this video](#)

1.2 Why you joined - and stayed - at your company

(10 mins) - Add one story per team member to the table below.

Team member	Why I joined	Why I stayed

1.3 Moments your company made you proud

(20 mins) - List at least 3 specific times when you were proud to work for your company. Add them as sentences or phrases below.

My company made me proud when:	
1	
2	
3	

1.4 Your company's contribution to the lives of others

(10 mins) - Use verbs to create phrases that detail what people have done as a result of your company's help.

Our company contributed to their lives by helping them:	
1	
2	
3	

1.5 The impact on their lives going forward

(15 mins) - List what the contribution of your company allow others to go on to do - or be.

Our company helped these people to:	
1	
2	
3	

Part 2 - planning

60-75 mins

Take the time to fully prepare for your PR efforts.

To do so, you need to establish a firm understanding across your company of your overall purpose and mission, what you are trying to achieve in the short and long term, and how you wish to communicate.

This section will provide places for you to put all necessary planning information, and clear instructions on how to fill out each slide.

At the end, you'll have a clear message - and a defined path for communicating it.

This PR plan will evolve over time - revisit it once every couple of months and update the information to keep it relevant.

2.1. Company name and tagline

Add the story and tagline below. Duplicate this slide for different language variants.

Company name/brand - *what's the story behind the name?*

-

One-liner/tagline/unique value proposition

-

2.2. Boilerplate

Add the boilerplate (company description text) below. Duplicate this slide for different language variants.

Boilerplate - *place your company description text here*

-

2.3. Company story

Add the company story below. Duplicate this slide for different language variants.

Company story

-

2.4. Founder story

Add the founder story below. Duplicate this slide for different language variants.

Founder story

-



3. PR and business goals

Place your SMART goals for your PR campaign, and for your business here - make sure they are aligned!

Our short-term PR goal is:

-

Our long-term PR goal is:

-

Our short-term business goal is:

-

Our long-term business goal is:

-

4.1. Audience and objectives - overview

Add a top-level view of your audience here.

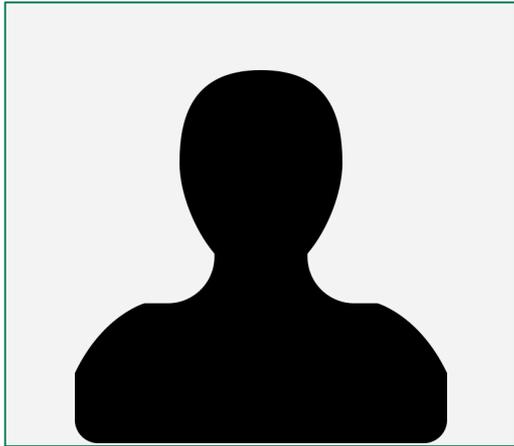
Who are your customers?	
In which countries are they based?	
What problem do you help them solve?	
What sources of information do they trust?	<i>E.g. media outlets, influencers, public figures etc.</i>

4.2. Personas and desired actions

Provide overviews of each persona here. You can add more detailed personas using the following slides.

Persona name	Persona Type	The story you communicate to them	Desired action (after your PR campaign)
	<i>E.g. Customer 1</i>		
	<i>E.g. Customer 2</i>		
	<i>E.g. Media</i>		
	<i>E.g. Influencer</i>		

Customer persona name:



"This is an example persona description. Try to write a short paragraph that introduces your persona, explains their current job role, the common challenges they face, and the ideal solution they are looking for"

Demographics

Gender, age, income, location

Background

History in the company, personal history

Education

Degrees, training, experience

Media sources

Blogs, publications, websites

Company history

Joining date, positions held

Job Role

Reports to

Team members

Current responsibilities

How job success is measured

Goals

Company goals, personal life goals

Challenges

Internal challenges, company targets, lifestyle

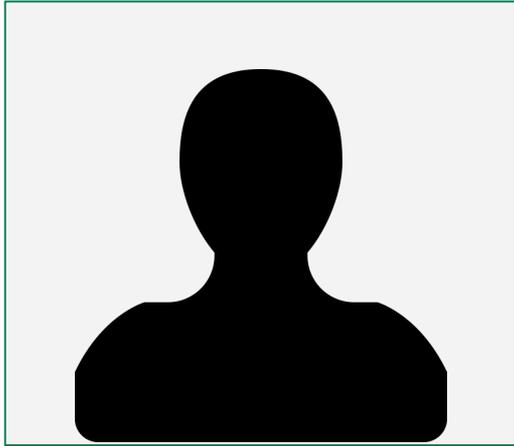
How we help

Exactly how we address these challenges - and make life easier

Common objections

Not enough time, no money, service not needed

Media persona name:



"This is an example persona description. Try to write a short paragraph that introduces your persona, explains their current job role, the common challenges they face, and the ideal solution they are looking for"

Demographics

Gender, age, income, location

Background

History in the company, personal history

Education

Degrees, training, experience

Company history

Joining date, positions held

Job Role

Reports to

Team members

Current responsibilities

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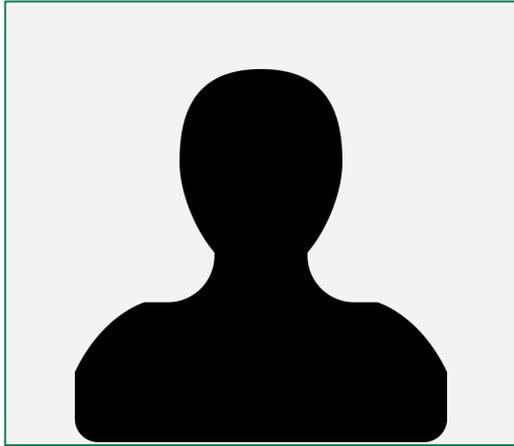
How we help

Exactly how we address these challenges - and make life easier

Common objections

Not enough time, relevancy, targeting

Influencer persona name:



"This is an example persona description. Try to write a short paragraph that introduces your persona, explains their current job role, the common challenges they face, and the ideal solution they are looking for"

Demographics

Gender, age, income, location

Background

History in the company, personal history

Education

Degrees, training, experience

Company history

Joining date, positions held

Job Role

Reports to

Team members

Current responsibilities

How job success is measured

Goals

Company goals, personal life goals

Challenges

Internal challenges, company targets, lifestyle

How we help

Exactly how we address these challenges - and make life easier

Common objections

Not enough time, relevancy, targeting

5.1. Competitors - direct

List your main direct competitors below. Take the time to look at their media coverage - who writes about them? What do they write about? What is it about your story that would be interesting to them, but uniquely yours?

Direct Competitor name	Who covers them (add links)	What story are they writing about?	How your story is different?
<i>E.g. Apple</i>	<i>E.g. HS</i>	<i>E.g. Tax avoidance</i>	<i>E.g. Relocating all offices to Finland and paying taxes here</i>

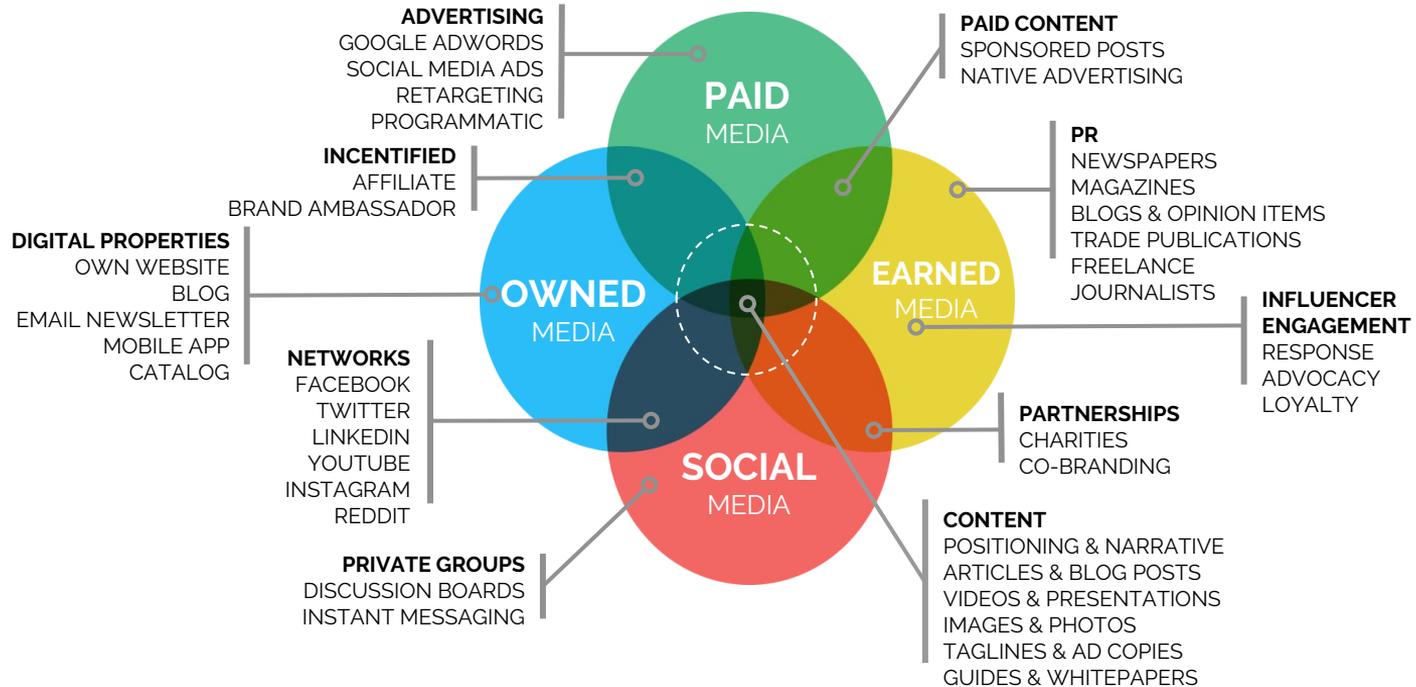
5.2. Competitors - indirect

List your main indirect competitors below. Take the time to look at their media coverage - who writes about them? What do they write about? What is it about your story that would be interesting to them, but uniquely yours?

Indirect Competitor name	Who covers them (add links)	What story are they writing about?	How your story is different?
<i>E.g. Google</i>	<i>E.g. BBC</i>	<i>E.g. Data privacy</i>	<i>E.g. End to end encryption for all users</i>

6. Media ecosystem map

Highlight the communication channels you will prioritize to reach your customers, media and influencers.



7.1. Newsworthiness and Credibility - examples

Take the time to see how your main story - and your organizational WHY - fits with the below newsworthiness and credibility examples. An announcement is only honest, relevant, and original if it has a compelling story to back it up.

Why should people care now - examples

- Significant new partner
- Significant new customer
- Significant investment (Minimum high 6 figures)
- Market size and industry being disrupted
- Your potential to make change
- New insights through extensive R&D
- Company story focus, not a product/service description
- Exits, acquisitions
- Compelling founder story
- Attending events with a big announcement
- Company milestones

What gives you credibility - examples

- Investment/funding, figures needed
- High-quality partner and customer quotes
- Successful crowdfunding campaign
- Team/board members
- Difference from competitors
- Company info
- Customers, partners
- Product/service stats, features, and benefits
- Growth figures, financials, recruitment drives
- Third party recognition from respected objective sources
- New market entry

7.2. Newsworthiness and Credibility - priority list

Prioritize potential PR topics below. Place the ones with the most impact at the top of the list - select the stories which are different from current coverage of competitors, and that tie into relevant current and upcoming trends and events.

Why should people care now?

1.

What gives you credibility?

1.

8.1. Desired media coverage

List your ideal media coverage below - be ambitious!

Outlet	Channel	Media/influencer name	What they cover	Email
<i>E.g. Wall St Journal</i>	<i>E.g. print, TV, online</i>	<i>E.g. Anderson Cooper</i>	<i>E.g. Wearables</i>	<i>hi@anderson.com</i>

8.2. VIP media - VIP contacts

List existing and high priority media contacts below

Outlet (add link)	Contact name	What they cover	Email	Phone
<i>E.g. Wall St Journal</i>	<i>E.g. Anderson Cooper</i>	<i>E.g. cleantech</i>	<i>E.g. Wearables</i>	<i>hi@anderson.com</i>

9.1. Sensitive topics, potential risks

Add sensitive topics that may be addressed by media below, and prepare a response that is accepted by your organization. Also add potential risks such as angry ex-employees and court cases, as well as the actions you want your coworkers to take if the risk materializes.

Sensitive topic	Response for media

Potential risk	Appropriate course of action

9.2. Crisis comms plan

Add your organizations crisis comms plan below to standardize your responses to communications emergencies.

In the event of a crisis:

-

10. Communication guidelines - responsibilities

Complete the cells below to clearly define who is responsible for each PR and marketing-related task at your organization.

Language	<i>E.g. US English.</i>
Tone of voice	<i>E.g. Friendly, professional etc.</i>
Media enquiries	<i>E.g. Marketing manager.</i>
Company spokesperson	<i>E.g. CEO.</i>
Company culture points	<i>E.g. non-profit, CSR etc.</i>
Supporting activities	<i>E.g. attending events, posting on forums etc. List the activity and the person responsible</i>

11. Website media kit

Add a section to your website with the below resources for media who want to write about you.

Media kit component	Complete?
Company logo in all available formats and colors	
Press contact information (spokesperson and/or other press contact)	
Marketing images (product/screenshot) and pictures of the key staff	
Short introduction and company description (boilerplate)	
Media mentions - earlier articles about the company (preferably with media logos)	
Headlines and links to earlier press releases (latest on top)	
List of other important company channels (e.g. social media)	
Company brand guidelines (name, colors, visual identity)	
Associations, awards, known brands the company is associated with	
Key figures / statistics (about the industry and/or company)	

12. 12-month PR Overview

List upcoming PR-worthy events here. Possible topics include: major product launches, major new partners and customers, events/trade shows, key milestones, new investment rounds, new management, new board members.

Month	Topic/event

Month	Topic/event

Part 3 - Campaign prep

30-45 mins

Campaign name:

Campaign date:

These slides can be duplicated and used for each PR campaign you launch.

Keep the slides for each campaign in this plan. Remember to name each campaign descriptively.

This will help you keep track of your effectiveness during each campaign, as well as helping you build towards a long-term PR goal.

Fill out each slide in this section for each campaign you launch. Remember to follow up effectively and to measure your success. This will help you guide future campaigns.

1. [Campaign name] project schedule [date]

This is an overview of the entire PR campaign - add your campaign name and date above. Place the date each task needs to be completed by, and the initials of the person responsible for each task in the cells below.

2-3 weeks → 2 weeks → 1 week →

1. Planning			2. Content			3. Pitching			4. Launch			5. Reporting		
Q&A complete	22.6	JC	Content calendar			Media list			PR sendout			Twitter outreach		
Audience and objectives			Press release			VIP pitching			Posting to groups			Coverage report		
Campaign scope			Pitching points			Comms guidelines			SoMe updates			Next steps		
			Boilerplate			Media kit								
			Quotes											

2. Newsworthiness and Credibility

Campaign name: _____

Campaign date: _____

Clearly state the topic of this PR campaign, why it is newsworthy, and why it has credibility.

This PR campaign topic is:

-

This is honest, relevant, and original (newsworthy) because:

-

It has credibility because:

-

3. VIP media

Campaign name: _____
Campaign date: _____

List high priority media for the current PR campaign, as well as media you always target.

Outlet (add link)	Contact name	What they cover	Email	Phone

4. Communication responsibilities

Campaign name: _____

Campaign date: _____

List special requirements (such as supporting activities directly targeted at this PR campaign) below, as well as the responsible person and the date on which the activity takes place.

Activity	Person responsible	Email address/URL/document	Complete by
Pre-pitching		<i>Add email address used for pitching</i>	
Distribution		<i>Add email address used for press release distribution</i>	
Press release hosting		<i>Add url where press release will be hosted</i>	
<i>Chasing PR quotes from internal and external parties</i>		<i>Add link to Q&A document</i>	
Supporting activity (add name)		<i>Add link to content calendar</i>	

5. Success metrics

Campaign name: _____
Campaign date: _____

Record your performance before and after your PR campaign to judge its effectiveness.

Success metric	Pre-campaign figures	Total impact
Number of articles and estimated readers		
SoMe shares and total reach		
Shares from top influencers		
Impact on mid-funnel (click-through rate or relevant KPIs)		
New link from sites with high domain authority		
Domain authority increase		
Web traffic increase		
Keyword rank increase		

6. Follow ups

Campaign name: _____

Campaign date: _____

Ensure you build your relationships with the media by completing the below follow up tasks

Follow up	Complete?
Plan next PR campaign preliminary date	
Follow up with journalists who covered your story on email	
Followed journalists who covered your story on Twitter	
Set up a free mention.com account to track further coverage	
Follow up with VIP media who didn't initially cover your story	

Thank you!

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