

PR  
BY  
YOU

No.18

# THE PR STRATEGY TEMPLATE

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@RARAPR

#PRBYYOU

COVER PAGE

# THE PR STRATEGY TEMPLATE

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EXPRESSION OF VALUE

THE 10 COMPONENTS OF A GOOD PR STRATEGY.

AN EASY TO FOLLOW FORMAT.

QUESTIONS AND PROMPTS TO ASSIST WITH  
ESTABLISHING YOUR OWN PR STRATEGY.

PR LESSONS AND RATIONALE BACKED BY INDUSTRY  
EXPERIENCE.

PR SPEAK SO THAT YOU CAN MORE EASILY GUIDE  
YOUR CLIENTS ALONG THE CUSTOMER JOURNEY

UP-LEVEL YOUR PR TOOLS.

SYSTEMISE YOUR CLIENT JOURNEY PROCESSES WITH  
GUIDANCE ALONG THE WAY.

SUPPORT WITH DEFINING YOUR GOALS AND  
OBJECTIVES.

CLARITY ON THE BEST PR TACTICS FOR YOU

A STRATEGY FACILITATOR TO GIVE YOU MENTORSHIP  
ON HOW TO DEVELOP A PR STRATEGY FOR YOURSELF  
AND/OR YOUR CLIENTS

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## EXPLAINER.

PR is happening in and around a business whether you're wrangling it strategically or not.

PR is the sum of all impressions about a business in someone's heart and mind. PR is reputation. PR is content. PR is story. PR is not what you say about your brand, it's what others say about your brand on your behalf.

PR is anything and everything that influences perception. By its very nature (perception and reputation) PR is happening with or without you.

Having a PR Strategy is a powerful tool to help you take better hold of your brand's position. It will inspire and unlock a better PR culture and PR ecosystem for your business.

A PR strategy is used to help your business organise its public relations activities and make strategic decisions about the best way to communicate with the target audience. A strategy outlines challenges, ideal outcomes tactics, targets and sets boundaries.

JADE ROBERTS

"PR STRATEGIES GIVE YOU A  
BETTER CHANCE OF  
OWNING AND SHARING  
YOUR STORY IN THE RIGHT  
WAY WITH THE RIGHT  
PEOPLE AT THE RIGHT TIME."

# Before you develop your PR strategy...

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**01**

**Know the core values of the business**

These become a guiding light for all decisions in and around the business.

**02**

**Know the WHY statement**

This keeps the goals on a pathway that is centred in purpose rather than selling. People don't buy what you do they buy why you do it beyond selling. Knowing the 'WHY to buy' is the north star for all communications.

**03**

**Know its unique position in the market (competitor analysis)**

This helps to unearth possible communication gaps and get clear on differentiation for your key messaging.

**04**

**Have a clearly defined PR budget**

Before PR Pros can create an effective, meaningful and realistic PR Plan for a business we need to have a budget. Tactics can be scaled up or down; they are always guided by budget.

**05**

**Have clarity on the ideal business outcomes**

Effective PR strategy is about knowing where you're heading and creating a plan to get there.

**06**

**Confirm key timings**

As well as planning, PR requires proper lead-time to be effective.

**HOW TO USE THIS TEMPLATE:**

Create a copy of the document in Canva so that you have the original. Then delete the pages you don't need for your project. Follow along the step by step journey and fill it out as you go. It's a blank canvas that you can make your own.

# What makes a good media strategy?

Proper planning prevents a poor PR strategy. There's quite a bit of work to be done before you get into PR Strategy mode. Let's assume that you've researched the client well, you've established the business' core values, its WHY statement, its unique position in the market via competitor analysis and you're clear on the overall business outcomes. That's where PR becomes really powerful - when it's not just thinking of top-line, default outcomes (aka publicity) but it's considered what would advance that business overall. A good PR Strategy considers the ideal business outcomes and reverse engineers a way to get there. A good PR Strategy is a creative and considered pursuit to activate and unlock PR opportunities for a business that will help it to reach its ideal outcomes. A good PR Strategy with excellent implementation can be the difference between a business and an enduring brand.

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## What's the difference between a PR Strategy a PR Plan and a Media Strategy?

Let's start by saying that you can interchange the words PR Plan or PR Strategy. They actually mean the same thing. We prefer PR Strategy because it gives more merit to the thought and IP that goes into creating what is a strategic effort to advance a business. Plan versus Strategy it's just semantics really.

A Media Strategy is just focused on the media outlets, timing, story angles and media assets delivered. A Media Strategy is a media relations Plan and can absolutely be included in the PR Strategy; although we prefer to keep them separate and move into a focused and streamlined Media Strategy once we've confirmed the tactics and timings. Not all PR Strategies include Media Relations; publicity is not always the best tactical pursuit for a business.

**TIP// Stand in your power, up-level your semantics and call your PR Plan a PR Strategy. Regardless of the number of pages within it.**



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## **PR STRATEGY**

A COMMUNICATIONS STRATEGY THAT IS INCLUSIVE OF THE WHOLE BRAND. THE TACTICS AND ACTIVATIONS THAT WILL HELP YOU REACH THE PEOPLE WHO NEED WHAT YOU'VE GOT MOST. THIS MAY OR MAY NOT INCLUDE A MEDIA STRATEGY.

## **MEDIA STRATEGY**

THE MEDIA YOU WANT TO REACH, HOW, WHEN, WHY AND WITH WHAT MESSAGE



# THE PR STRATEGY TEMPLATE

AT A GLANCE

STEP 1

EXECUTIVE SUMMARY  
SITUATION SUMMARY

STEP 2

GOALS & OBJECTIVES

STEP 3

EXPRESSION OF  
VALUE

STEP 4

TARGET  
AUDIENCE

STEP 5

TACTICS &  
ACTIVATIONS

STEP 6

DEVELOP THE  
ANGLES

STEP 6

STEP 7

MEDIA TARGETS

STEP 8

PITCH STRATEGY  
STORY ALIGNMENT  
CRIB NOTES

STEP 9

TIMEPATH

STEP 10

TRACK PITCHES

STEP 11

SUMMARY

COVER PAGE

**PR  
STRATEGY  
[PROJECT NAME]**

CLIENT NAME GOES HERE

# OVERVIEW

Situation Summary	0
Objectives	0
Business Objectives	0
Expression of Value	0
Target Audience	0
Tactics & Activations	0
Media Targets	0
Pitch Notes	0
Timepath	0
Investment	0
Summary	0

# THE PR STRATEGY TEMPLATE

## Step 01

### EXECUTIVE SUMMARY

Feel free to omit the Executive Summary if you wish. While it is considered best practice it's quite formal and not a must. The purpose of an Executive Summary is to outline what will appear in the following pages. We tend to do a hybrid Executive Summary and Situation Analysis as you'll notice on the next page.

# THE PR STRATEGY TEMPLATE

## Step 01

### SITUATION SUMMARY

A PR Strategy should start with a brief description of the current situation. This serves two purposes:

- The situation summary lays the foundation for what follows in the document.
- And it reaffirms the context gained so far in relation to the project

The Situation Summary should not be a statement about the organisation. They know (or you) know who you are. This is to summarise and reconfirm the current status quo.

Situation Summaries also identify the situation to be improved and the desired end result. They create context for the background as well as the problems and opportunities.

What has led to you/the company to be in this position? And how can PR overcome these challenges/or embrace such opportunities?

The Situation Summary provides a clear summary by way of several punchy paragraphs about the background so far and before project start.

- Include relevant research
- Include competitor analysis
- Define the current situation the company is in
- And provide a nod to what needs to be done to improve it

# THE PR STRATEGY TEMPLATE

## Step 02

### CAMPAIGN OBJECTIVES

Objectives establish boundaries, generate direction of the effort and set the stage for establishing value.

They represent the client's desired result and improvement to the current challenges or opportunities. They are never tactics (social media, events, reports or focus groups). Objectives in the world of PR are communications driven. So they are centred on improved communications outcomes. We don't advise that these are ever sales objectives. PR is not a sales function.

These could include:

- To generate greater clarity internally around key messaging
- To build positive public perception for the brand
- To re-position the brand and improve existing public perception
- To improve awareness of the company, product or service
- To ignite new and build on existing media interest around the brand
- To consolidate loyalty of existing customers

**\*You can include a separate page that lists the Business Objectives at-large. These can help provide context for the ultimate goal and guide PR efforts. See the next page.**



# THE PR STRATEGY TEMPLATE

## Step 02

### BUSINESS OBJECTIVES

Business Objectives are related to the overall business' objectives. Business objectives help provide context for the high-level ideal business outcomes and guide PR efforts. A PR Strategy should dovetail into this.

One or some of these might include:

- To re-focus the business from one category to another
- To establish a brand education program
- To improve internal communications
- To improve company culture
- To launch a persuasive or perception campaign
- To improve the PR culture within the business
- To improve industry recognition
- To announce organisational talent
- To increase brand differentiation
- To move up the positioning or brand-awareness ladder
- To collaborate more effectively
- To accelerate growth
- To discover untapped market space
- To amplify brand voice in the market
- To secure better internal communications tools

# THE PR STRATEGY TEMPLATE

## Step 03

### EXPRESSION OF VALUE/GOALS

PR Pros are at the helm of all sorts of uneasy experiences where the client perceives value to be very different to actual PR reality.

To diffuse such situations where a client demands ROI sales reports and dare we say it 'media coverage reports' which are focused on the clipping count (circa PR in the 90s. The horror!), or reports on social media follows and likes (a vanity metric and a bit like Monopoly Money) we like to include an Expression of Value page or a list of GOALS so that it's clear how value should be interpreted and measured.

A Measures of Success or Expressions of Value page allows you to set goalposts to keep the Plan on track and inform the client that progress is being made.

Examples might include:

- A clear communication strategy is developed
- The team's PR culture was advanced/improved/up-levelled
- Clear values, a purpose and key messaging was secured
- Social media content strategy was finessed in-line with new position
- New audiences are made aware of the brand
- Well-placed media coverage was secured (quality not quantity)
- Examples of audiences feeling more connected to the brand than before
- Key media relationships are enhanced
- A well positioned, beautifully executed event was managed
- Number of media contacts reached out to increased

# THE PR STRATEGY TEMPLATE

## Step 04

### TARGET AUDIENCE: PRIMARY

Define the target audience: i.e. City Professional

List the demographics:

- Age
- Location
- Occupation
- Interests

Consumer behaviours: i.e. driven by product and experience

### TARGET AUDIENCE: SECONDARY

Define the target audience: i.e. Urban Youth

List the demographics:

- Age
- Location
- Occupation
- Interests

Consumer behaviours: i.e. occasional shopper

### PSYCHOGRAPHIC PROFILING

Most target audiences can be defined by their psychographic profiling rather than target segments within a target audience.

Add an additional layer to your campaign target audience by including a summary about the target audience attitude and mindset. Or use this space to outline further details about the ideal target customer profile.

# THE PR STRATEGY TEMPLATE

## Step 05

### TACTICS AND ACTIVATIONS

#### OVERVIEW

Cross check your and objectives and create actionable tactics and activities to address them. Describe how you will implement your tactics. We recommend breaking them down into TACTICS/ACTIVATIONS/IDEAS (same thing!) and detailing what the idea is, how it work and who is involved in making it happen. These ideas can be small scale i.e. syndicating a beautifully produced media release to relevant media and following it up, or reaching out to influencers who align with the brand for collab' opportunities or large scale i.e. a special event for media and special guests, or a stunt or community-led consumer activity etc.

#### TACTIC #1:

Details of tactic/activity/approach

#### TACTIC #2:

Details of tactic/activity/approach

# THE PR STRATEGY TEMPLATE

## TACTIC #3:

Details of tactic/activity/approach

## TACTIC #4:

Details of tactic/activity/approach

# THE PR STRATEGY TEMPLATE

## Step 5

### INVESTMENT

Outline relevant costs against activations.

#### **TACTIC ONE:**

Details of known costs

Details of costs to be considered.

# THE PR STRATEGY TEMPLATE

## Step 06

### KEY MESSAGES: OVERVIEW

Now that you know your goals, objectives, and target audience, create key messages that convey what you want them to hear about your organisation and special project. Your key messages are the core ideas that will shape your PR strategy and communication. Keep them clear and on-point. Ideally 3 - 10 or as required. To keep yourself on track; just consider the most important information you'd like for people to hear and remember.

### KEY MESSAGES:

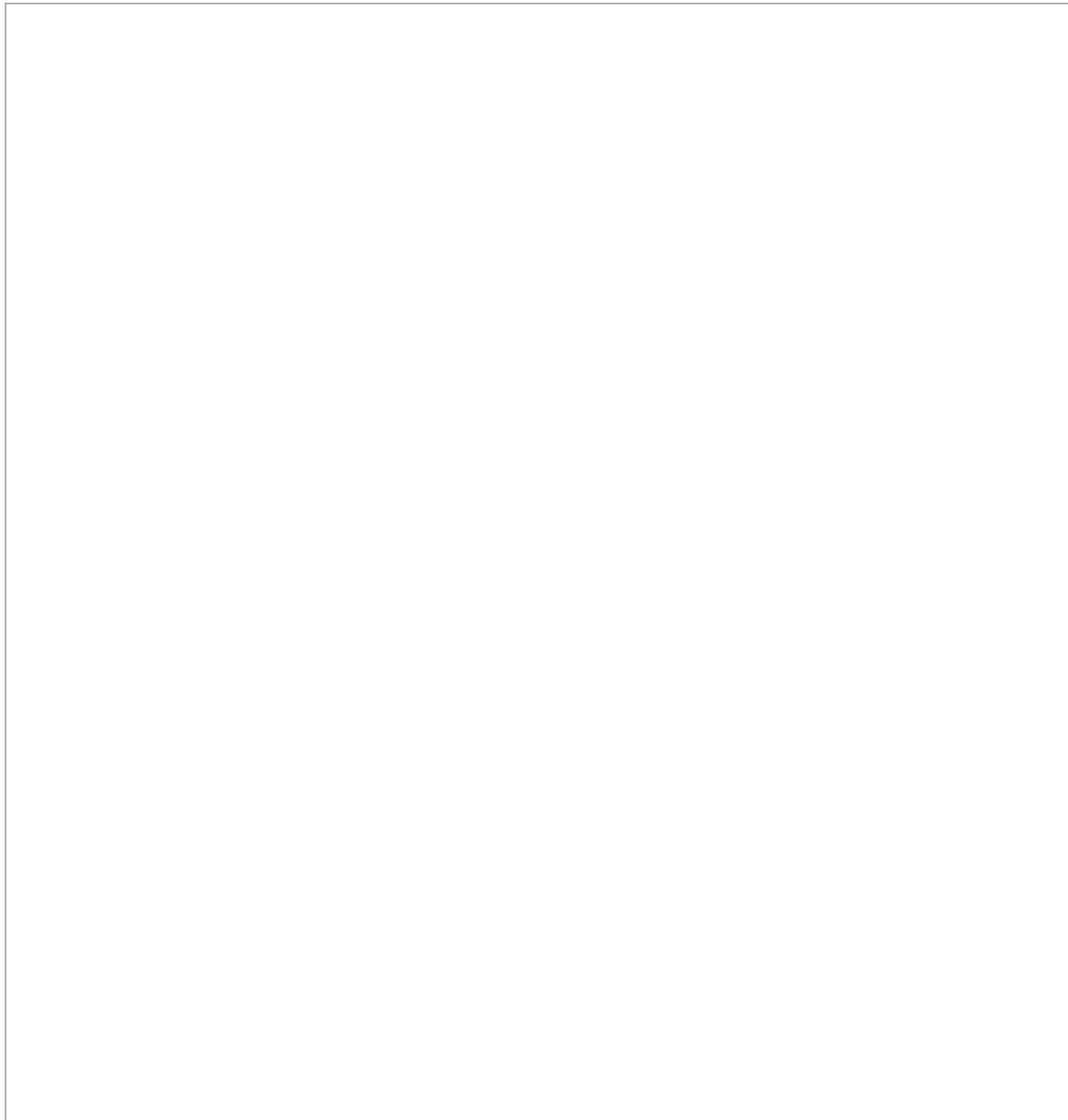
# THE PR STRATEGY TEMPLATE

## Step 06

### DEVELOP THE ANGLES

Have a go at diversifying the story.  
Develop the key messages into angles.  
Is there an innovation story?  
A business story?  
A human interest story?  
A products placement story?  
A picture story?

### KEY MESSAGES:





# THE PR STRATEGY TEMPLATE

## Step 07

### MEDIA TARGETS

Include Target Media relevant to the campaign/project/client. This is not a media list with contacts; it's a media targets list.

#### MAJOR METROPOLITAN NEWS

- X
- X
- X
- X
- X
- X
- X
- X
- X
- X
- X

#### SUBURBAN PRESS

- X
- X
- X
- X
- X
- X
- X
- X
- X
- X

Continued over the page...

# THE PR STRATEGY TEMPLATE

## MEDIA TARGETS CONTINUED

**Include a Target Media List relevant to the campaign/project/client:**

WEEKLY MAGAZINES  
NATIONAL LIFESTYLE MAGAZINES  
ONLINE OUTLETS  
INFLUENCERS  
SOCIAL MEDIA  
DESIGN MAGAZINES  
TV  
RADIO  
TOURISM MEDIA  
CULTURE  
FASHION

**NB: The publication list in a PR Strategy is in no way exhaustive but rather an indication of the approach to be further developed in the media list.**







# THE PR STRATEGY TEMPLATE

## Step 11

### SUMMARY/CONCLUSION

Summarise your project, goals, objectives, targets, media, tactics, timing and ideal outcomes.

# THE PR STRATEGY TEMPLATE

## Step 11

### SUMMARY/CONCLUSION

Summarise your project, goals, objectives, targets, media, tactics, timing and ideal outcomes.

# PR STRATEGY TEMPLATE CHECKLIST



REVIEW THE DOCUMENT



CREATE A COPY OF THE  
DOCUMENT



DELETE PAGES YOU DON'T  
NEED



WORK THROUGH EACH STEP



REVIEW, REFINE



TICK, BECAUSE YOU ARE ON  
YOUR VERY, MERRY WAY TO A  
CONSIDERED APPROACH TO PR



# SUMMARY

## TAKEAWAY 1

**Research the situation**

PR success always comes from a well-researched, clear and considered strategy that is equal parts creative (tactics) as it is formulaic.

## TAKEAWAY 2

**Define the goals, objectives, target audience and target media**

The PR strategy becomes the roadmap for the way forward. It clarifies what problems you're trying to solve, what outcomes you're trying to achieve, who you'll be targeting, how, when and what budget will be required.

## TAKEAWAY 3

**Align tactics with ideal outcomes and assign timing and budget.**

If your PR strategy includes media relations the next step is to develop a detailed media strategy that includes pitching angles, specific media targets and a media activation schedule.

The PR Strategy and Media Strategy can be merged; typically they're separated with the PR Strategy being the first step to defining the approach. Also not all PR Strategies include a media relations component i.e. the project could be an internal communications project, or it might be a consumer led project depending on the ideal outcomes.

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