

What Does a Publicist Do?

Here's a checklist of what a publicist usually does:

#1. Understand the Client's Goals

Start by knowing the client's objectives, whether advertising a product, launching a book, or maintaining their public image.

#2. Develop a Strategy

Create a complete PR strategy based on the client's goals, target audience, and budget.

#3. Craft Press Releases

Create compelling press releases reporting news, events, or updates about the client's brand or project.

#4. Media Relations

Establish and develop connections with journalists, bloggers, reporters, and influencers to get media attention for the client.

#5. Pitching Stories

Submit story ideas, interviews, or guest contributions to media sources that cover the client's business or niche.

#6. Arrange Interviews

Help the client develop exposure and visibility by coordinating interviews, appearances, and media opportunities.

#7. Press Kits

Create press kits that include essential information, images, bios, and other assets to provide to media contacts.

#8. Social Media Management

Help manage the client's social media presence, which includes content development, community involvement, and influencer relationships.

#9. Create Content

Create compelling content, such as articles, blog posts, newsletters, or videos, to assist the client's public relations initiatives.

#10. Monitoring and Reporting

Track media coverage, social media mentions, and PR analytics to evaluate the efficacy of PR efforts and deliver frequent updates to clients.

#11. Networking

Attend industry events, conferences, and networking opportunities to meet possible media connections and industry influencers.

#12. Branding

Brand positioning entails shaping and refining the client's brand messaging, positioning, and overall public image.

#13. Evaluate Opportunities

Assess media opportunities and relationships to verify they are consistent with the client's brand values and objectives.

#14. Event Planning

Plan press events, product debuts, press conferences, or promotional activities to attract media attention.

#15. Crisis Management

Provide counsel and support for potential crises, unfavourable publicity, or reputation concerns.