

Checklist: Selecting a PR Company in Atlanta

Before you start searching:

- Define your brand goals (increased brand awareness, website traffic, sales leads)
- Determine your budget

While researching PR firms:

- Consider their industry expertise (B2B, consumer marketing etc.)
- Analyze their experience with your target audience
- Review their minimum project size
- Explore their areas of expertise (crisis management, social media, media relations etc.)
- Check out their client portfolio (prestigious clients can add credibility)

Schedule consultations:

- Ask about their approach to PR
- Discuss the type of media coverage you expect
- Get a sense of their communication style and personality

Additional Considerations:

- Agency size (large global vs. boutique firm)
- Client testimonials

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- Contract terms