

## Public Relations Report

### 1. Executive Summary

- **Objective:** Summarize the goals and objectives of the PR campaign.
- **Key Highlights:** Outline the major achievements and key messages delivered.
- **Overall Performance:** Provide a brief overview of the campaign's success and metrics.

### 2. Campaign Overview

- **Campaign Name:**
- **Duration:** Start and end dates.
- **Target Audience:** Demographics and psychographics.
- **Key Messages:** Core messages communicated.
- **Strategies and Tactics:** Outline the strategies and specific tactics used.

### 3. Media Coverage

- **Press Releases:** List and attach copies of all press releases issued.
- **Media Mentions:** Summarize the number and nature of media mentions, categorized by medium (print, online, TV, radio).
  - **Top Publications:** Highlight key publications that featured the campaign.
  - **Sentiment Analysis:** Breakdown of positive, negative, and neutral coverage.
  - **Media Impressions:** Total number of impressions generated.
  - **Media Hits:** List of all media hits with publication name, date, and link.

### 4. Social Media Analysis

- **Platforms:** Overview of activities on platforms (Facebook, Twitter, Instagram, LinkedIn, etc.).
- **Engagement Metrics:** Likes, shares, comments, and overall engagement rates.
- **Follower Growth:** Increase in followers/subscribers over the campaign period.
- **Top Performing Posts:** Highlight posts with the highest engagement.
- **Sentiment Analysis:** Overview of audience sentiment on social media.

### 5. Website Traffic

- Total Visits: Number of visits to the website during the campaign.
- Traffic Sources: Breakdown of traffic sources (direct, organic, social, referral).
- Top Pages: Most visited pages.
- Conversion Rate: Percentage of visitors who took a desired action (e.g., signing up for a newsletter).

## 6. Influencer Partnerships

- Influencers Involved: List of influencers who participated.
- Reach: Total reach of influencer posts.
- Engagement: Likes, shares, comments on influencer posts.
- Content Examples: Screenshots or descriptions of key influencer posts.

## 7. Events and Activations

- Event Summary: Overview of any events or activations conducted.
- Attendance: Number of attendees.
- Media Coverage: Media presence and coverage generated by the event.
- Audience Feedback: Summary of attendee feedback and engagement.

## 8. ROI Analysis

- Earned Media Value (EMV): Estimated value of media coverage.
- Return on Investment (ROI): Calculation of ROI based on campaign spend and EMV.
- Sales and Leads: Impact of the campaign on sales and lead generation.

## 9. Challenges and Learnings

- Challenges Faced: Any obstacles encountered during the campaign.
- Key Learnings: Insights gained and lessons learned for future campaigns.

## 10. Recommendations

- Future Strategies: Suggestions for improving future PR efforts.
- Tactical Changes: Specific changes to be made based on campaign performance.

## 11. Appendices

- Supporting Documents: Attach any additional documents, such as full articles, screenshots, detailed analytics reports, etc.
- Contact Information: List of team members involved and their contact details.