

PR Marketing Strategy Checklist

- Make a Case:
 - Identify unique selling points.
 - Ensure your story is newsworthy.
- Aim Big:
 - Set realistic goals.
 - Develop a timeline for achieving media coverage.
- Build Relationships:
 - Network with influencers and journalists.
 - Maintain genuine, long-term connections.
- Be Human:
 - Personalize communications.
 - Share authentic stories and values.
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