

## Checklist for Choosing a Digital PR Tool

### 1. Features and Functionality

- Media database access
- Press release distribution
- Influencer outreach
- Monitoring and analytics
- Social media integration
- Customizable reporting
- Contact management
- Collaboration tools

### 2. Ease of Use

- User-friendly interface
- Easy onboarding process
- Availability of tutorials and customer support

### 3. Pricing

- Subscription costs
- Free trial availability
- Value for money
- Pricing plans that fit your budget

### 4. Integration Capabilities

- Compatibility with existing CRM systems
- Integration with social media platforms
- Ability to connect with email marketing tools

### 5. Media Database Quality

- Size and comprehensiveness of the database
- Regular updates to contacts and outlets
- Global versus local reach

### 6. Analytics and Reporting

- Depth of analytics offered
- Real-time tracking
- Customizable reports
- Insights into campaign performance

### 7. Customer Support

- Availability of 24/7 support
- Quality of customer service
- Availability of live chat, email, and phone support

### 8. Reputation and Reviews

- User reviews and ratings

- Testimonials and case studies
- Industry recognition and awards

#### 9. Customization Options

- Customizable templates for press releases
- Personalization options for outreach
- Custom branding options

#### 10. Security and Compliance

- Data protection policies
- Compliance with GDPR and other regulations
- Security features to protect sensitive information

#### 11. Scalability

- Suitability for your current business size
- Ability to scale with your business growth
- Options for upgrading plans

#### 12. Training and Resources

- Availability of training sessions
- Resource libraries and help centers
- Community forums and user groups

#### 13. Trial and Demo

- Availability of a free trial period
- Option for a live demo
- Ability to test all features during the trial

#### 14. Special Features

- Unique features that differentiate the tool from competitors
- AI and machine learning capabilities
- Automation options for repetitive tasks

#### 15. User Feedback

- Gathering feedback from team members
- Considering the tool's ease of collaboration

By considering these factors, you can make a more informed decision when selecting a digital PR tool that best meets your needs.