

PR Software Features Checklist

A comprehensive checklist to evaluate PR. software, ensuring it meets your needs for effective public relations management.

1. Media Database Access

- **Comprehensive Media Database:** Access to various journalists, bloggers, and media outlets.
 - **Search and Filter Options:** Ability to search and filter contacts by industry, location, and media type.
 - **Contact Information:** Detailed contact information for media personnel.
 - **Journalist Preferences:** Information on journalist preferences for pitches and press releases.
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2. Press Release Creation

- **Templates:** Pre-designed templates for creating professional press releases.
 - **Rich Media Integration:** Ability to include images, videos, and links in press releases.
 - **Formatting Tools:** User-friendly formatting tools for customizing press releases.
 - **Approval Workflows:** Option to set up approval workflows for press releases before distribution.
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3. Press Release Distribution

- **Distribution Channels:** Multiple channels for distributing press releases (email, social media, newswires).
 - **Scheduled Distribution:** Ability to schedule press releases for future distribution.
 - **Targeted Distribution:** Tools to target specific media contacts or outlets based on relevance.
 - **Distribution Analytics:** Metrics to track the reach and effectiveness of distributed press releases.
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4. Social Media Monitoring

- **Real-Time Monitoring:** Real-time tracking of social media mentions and brand-related conversations.
 - **Sentiment Analysis:** Tools to analyze the sentiment of social media mentions (positive, negative, neutral).
 - **Competitor Monitoring:** Ability to monitor competitors' social media activities.
 - **Custom Alerts:** Set up custom alerts for specific keywords, hashtags, or brand mentions.
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5. Analytics and Reporting

- **Media Coverage Analytics:** Metrics to analyze the reach, impressions, and engagement of media coverage.
 - **PR Campaign Performance:** Tools to measure the performance of PR campaigns against set objectives.
 - **ROI Tracking:** Calculate PR activities' return on investment (ROI).
 - **Custom Reports:** Ability to create custom reports for stakeholders.
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6. Media Engagement Tools

- **Pitching Tools:** Features to create and send personalized pitches to journalists.
 - **Follow-Up Management:** Tools to manage follow-ups with media contacts.
 - **Engagement Tracking:** Track interactions and engagement with media personnel.
 - **Relationship Management:** CRM-like features to manage media relationships.
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7. Crisis Management

- **Crisis Alerts:** Real-time alerts for potential PR crises.
 - **Crisis Communication Templates:** Pre-prepared templates for crisis communication.
 - **Scenario Planning:** Tools for planning and simulating crisis scenarios.
 - **Response Tracking:** Track the effectiveness of crisis response efforts.
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8. Integration Capabilities

- **Third-Party Integrations:** Ability to integrate with other tools like CRM, email marketing, and social media platforms.
 - **API Access:** API is available for custom integrations.
 - **Data Import/Export:** Easy import and export of data between systems.
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9. User Management and Security

- **User Roles and Permissions:** Define user roles and set permissions for different access levels.
 - **Data Security:** Robust security measures to protect sensitive data.
 - **Compliance:** Ensure compliance with relevant regulations (e.g., GDPR).
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10. Customer Support and Training

- **Customer Support:** Customer support is available (email, phone, chat).
- **Training Resources:** Access to training materials, webinars, and tutorials.
- **Onboarding Assistance:** Support for onboarding and initial setup.