



Checklist: PR Research & Analysis Steps

- **Define Your Audience**
 - i. **Purpose: Identifying your key stakeholders ensures that your PR efforts target the right people, focusing on those who can impact or influence your brand the most.**
 - ii. **Action Steps:**
 1. **List out all potential audiences, such as customers, investors, employees, industry influencers, and media contacts.**
 2. **Prioritize these groups based on their relevance to your PR goals.**

3. **Create audience personas to better understand their needs, motivations, and communication preferences.**
- **Set Research Goals**
 - i. **Purpose: Clear goals help focus your research on the specific information needed to shape your PR strategy effectively.**
 - ii. **Action Steps:**
 1. **Determine the type of insights you need (e.g., understanding industry trends, identifying potential challenges).**
 2. **Write down the questions you want to answer, like "What PR strategies are my competitors using effectively?" or "What channels resonate most with my audience?"**
 3. **Outline how this research will contribute to your overall PR objectives.**
 - **Analyze Competitors**
 - i. **Purpose: By examining what works (and what doesn't) for competitors,**

you can identify effective tactics, avoid their mistakes, and uncover unique opportunities.

ii. Action Steps:

- 1. List your top competitors and analyze their recent PR activities, such as media coverage, social media strategies, and public statements.**
- 2. Look for common themes, messaging, and their engagement strategies.**
- 3. Identify gaps or areas where you could differentiate your approach.**

o Study Market Trends

- i. Purpose: Staying on top of industry trends enables you to anticipate changes, adapt quickly, and remain relevant in a shifting market.**
- ii. Action Steps:**
 - 1. Review reports, publications, and articles to get a snapshot of current trends.**

2. **Follow industry thought leaders and join relevant forums or groups to gain timely insights.**
 3. **Note emerging trends that align with your brand values or message and consider how to incorporate them into your PR strategy.**
- **Identify Media Opportunities**
 - i. **Purpose: Knowing where to pitch stories and who to connect with in the media landscape increases the likelihood of securing quality coverage.**
 - ii. **Action Steps:**
 1. **Make a list of media outlets, blogs, and journalists who frequently cover topics relevant to your brand or industry.**
 2. **Research each journalist's past articles to tailor your pitches and build better connections.**
 3. **Consider new media channels (such as podcasts or social media) that are gaining traction in your field.**

- **Review Past PR Successes and Challenges**
 - i. **Purpose: Learning from past PR efforts helps you refine strategies, avoid repeating mistakes, and leverage proven tactics.**
 - ii. **Action Steps:**
 1. **Assess your previous PR campaigns for success metrics, media mentions, and engagement rates.**
 2. **Identify what went well, any unexpected challenges, and lessons learned from each campaign.**
 3. **Record key takeaways to apply to future campaigns, such as adapting successful messaging or avoiding pitfalls.**
- **Set Benchmarks**
 - i. **Purpose: Establishing benchmarks provides reference points to measure the success of your upcoming PR activities, ensuring you stay on track.**
 - ii. **Action Steps:**

1. **Define key performance indicators (KPIs) for your PR strategy, such as media reach, engagement rates, sentiment analysis, and website traffic.**
 2. **Set realistic benchmarks based on past performance and industry standards.**
 3. **Use these benchmarks to gauge the effectiveness of your PR tactics and adjust as needed.**
- **Prepare a SWOT Analysis**
 - i. **Purpose: A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) helps identify internal and external factors that could impact your PR strategy, enabling you to prepare accordingly.**
 - ii. **Action Steps:**
 1. **Write down your brand's strengths and weaknesses related to PR, such as reputation, resources, or specific capabilities.**

2. **List external opportunities, like trends or upcoming events, that could provide positive exposure.**
 3. **Note potential threats, such as new competitors, market downturns, or changing regulations, and prepare strategies to address them.**
- **Assess Media Landscape Changes**
 - i. **Purpose: Understanding the evolving media landscape ensures your PR strategy remains relevant and effective across channels.**
 - ii. **Action Steps:**
 1. **Keep track of new media platforms and content types that are gaining popularity, such as video content on platforms like TikTok or LinkedIn.**
 2. **Follow news about media ownership changes, editorial shifts, or publication closures that could impact your media strategy.**

3. **Adapt your PR approach to leverage new formats or media channels where your target audience is most active.**
 - **Create an Insights Summary**
- **Purpose: Summarizing key research findings into actionable insights provides clarity and direction, ensuring your PR strategy is grounded in data.**
- **Action Steps:**
 - **Compile your findings from the above steps, highlighting the most important insights.**
 - **Organize these insights into themes or categories relevant to your strategy.**
 - **Use this summary to inform decisions on messaging, channel selection, and targeting within your PR strategy.**
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