

## Digital PR Campaign Checklist

### 1. Set Clear Goals

- What do you want to achieve? (e.g., increase brand awareness, drive website traffic)

### 2. Know Your Audience

- Who are you trying to reach? (e.g., age, interests, location)

### 3. Create Audience Personas

- Make profiles of your ideal audience members to understand their needs.

### 4. Craft Your Message

- What story do you want to tell? Make sure it reflects your brand values.

### 5. Choose Campaign Type

- Decide on the style of your campaign (e.g., influencer-driven, content marketing, social media).

### 6. Plan Your Content

- What types of content will you create? (e.g., blog posts, press releases, videos)

### 7. Set a Timeline

- Create a schedule for when to launch each part of your campaign.

### 8. Identify Key Channels

- Where will you share your content? (e.g., social media platforms, blogs, news sites)

### 9. Engage with Influencers

- Find and connect with influencers who can help share your message.

### 10. Create Visuals

- Design eye-catching images or videos to support your content.

### 11. Write a Press Release

- Draft a press release that highlights your campaign and includes important details.

### 12. Distribute Your Content

- Share your content through the chosen channels at the right times.

### 13. Monitor Engagement

- Track how people are responding to your campaign (likes, shares, comments).

### 14. Evaluate Success

- After the campaign, review what worked and what didn't. Did you meet your goals?

### 15. Adjust for Future Campaigns

- Use what you learned to improve your next digital PR campaign.

Feel free to use this checklist to guide your digital PR efforts and ensure a successful campaign!