Checklist: How Does the PR Client Work?

1. **Define Objectives and Goals**
   - Clearly outline the purpose of engaging the PR agency.
   - Specify goals like increasing brand visibility, managing crises, or launching new products.

2. **Collaborate with the Agency**
   - Share essential data, insights, and feedback on campaigns.
   - Actively participate in brainstorming and strategy discussions.

3. **Set Expectations**
   - Establish deliverables, timelines, and performance benchmarks.
   - Maintain open communication about roles and responsibilities.

4. **Approve Campaigns and Strategies**
   - Review and approve press releases, PR plans, and outreach materials.
   - Ensure content aligns with the brand's image and goals.

5. **Provide Necessary Resources**
   - Supply relevant data, brand assets, and access to key personnel.
   - Offer insights into target audiences and internal operations.

6. **Track and Assess Performance**
   - Collaborate with the agency to monitor campaign metrics such as audience reach and sentiment.
   - Analyze media coverage and report on PR success.

7. **Offer Constructive Feedback**
   - Provide timely and actionable criticism to improve campaign effectiveness.
   - Suggest adjustments based on real-time insights or changes in objectives.

8. **Adapt and Evolve Goals**
   - Revise objectives as needed based on campaign outcomes or market dynamics.
   - Ensure alignment with the overall business strategy.

9. **Build Trust and Maintain Transparency**
   - Share information openly to foster a strong partnership.
   - Address concerns promptly and constructively.

10. **Celebrate Milestones and Success**
    - Acknowledge the agency's efforts and campaign achievements.
    - Use success stories to further motivate the team.

By following this checklist, PR clients ensure a productive and mutually beneficial relationship with their PR agencies.

Lamphills