

## Combined PR Strategy Checklist

Use this simple checklist to effectively combine advertorial and editorial PR for your next campaign.

### Planning Phase

1. Set Clear Goals - Decide if you want to build trust, increase sales, or promote a product quickly.
2. Know Your Audience - Understand who your readers are and what kind of content they engage with most.
3. Choose the Right Publications - Select media outlets that align with your audience and brand values.
4. Set a Budget - Allocate funds for advertorial placements and plan resources for editorial pitching.

### Creating Content

5. Develop a Strong Story - Create engaging and relatable narratives that resonate with your audience.
6. Blend Advertorials and Editorials - Write advertorials to promote your message directly and pitch editorials to build credibility.
7. Ensure Transparency - Clearly label advertorials as sponsored content to maintain trust with readers.

### Execution Phase

8. Schedule Strategically - Time advertorials and editorials to complement each other (e.g., launch an advertorial after an editorial builds initial interest).
9. Coordinate with Media Outlets - Work closely with publications to ensure content meets their standards and reaches the target audience.

### Engagement and Follow-Up

10. Encourage Interaction - Add features like links, quizzes, or calls-to-action in advertorials to boost engagement.
11. Track Results - Monitor performance metrics like clicks, shares, and customer conversions for both types of content.
12. Build Relationships - Thank journalists and editors for editorial coverage and maintain good relationships for future campaigns.

### Review and Adjust

13. Evaluate Performance - Compare the effectiveness of your advertorials and editorials in achieving your goals.
14. Refine Your Strategy - Use feedback and data to improve your next PR campaign.

This simple checklist helps you balance credibility and control, ensuring your campaign reaches its full potential.