

PR Plan Checklist

Use this simple checklist to create your PR plan step by step. Each section has space for you to write your ideas and keep your efforts organized.

1. Set Clear Goals

- What do you want to achieve? (e.g., increase brand awareness, improve public image, or gain media coverage)

- Write your main goal:

- _____

- Write any smaller goals that support your main goal:

- _____

- _____

2. Know Your Audience

- Who are you trying to reach? (e.g., customers, media, partners)

- Describe your audience (e.g., age, interests, communication style):

- _____

- What do they care about the most?

- _____

3. Create Key Messages

- What main ideas do you want people to remember about your brand? (e.g., your values, benefits, or solutions you offer)

- Write 1–3 key messages:

- _____

- _____

- _____

4. Choose Your PR Methods

- Which platforms will you use? (e.g., social media, newspapers, blogs, press releases)

- Tick the platforms you'll use:

- Social media

- Press releases

- Events

- Influencers

- Industry blogs

- Other: _____

5. Build a Media List

- List any journalists, bloggers, or influencers you want to contact:

- Name: _____
- Contact Info: _____
- Media Outlet: _____
- Notes: _____

6. Set a Timeline

- What are the key dates for your PR activities? (e.g., event launches, press release deadlines)
- Write your timeline:

- Activity: _____ | Date: _____
- Activity: _____ | Date: _____
- Activity: _____ | Date: _____

7. Plan Your Budget

- What resources do you need? (e.g., money, tools, people)
- Write your estimated costs:

- Media ads: _____
- Event costs: _____
- Tools/software: _____
- Other: _____

8. Measure Your Success

- How will you know your plan is working? (e.g., website traffic, media mentions, audience feedback)

- Write down what you'll track:

- _____
- _____
- _____

9. Review and Adjust

- Schedule regular check-ins to see what's working and what's not. Write your review dates:

- _____
- _____

This simple checklist will keep your PR efforts clear, organized, and effective.