

B2B PR Strategy Checklist

A simple step-by-step guide to adding PR to your digital marketing strategy.

1. Set Your PR Goals

- What do you want to achieve? More brand awareness, media coverage, credibility, leads?
- Define key success metrics (e.g., website traffic from PR, number of media mentions, backlinks).

2. Identify Your Target Audience

- Who are your ideal customers? (Industry, job roles, pain points)
- What media do they consume? (Blogs, news sites, LinkedIn, podcasts)

3. Build Your Brand Story & Messaging

- Define your unique value proposition (What makes you stand out?)
- Create key messaging that reflects your expertise and brand voice.

4. Develop a Media Outreach Plan

- Make a list of relevant media outlets, blogs, and industry publications.
- Find journalists and editors who cover your industry.
- Create a media outreach email template.

5. Publish Thought Leadership Content

- Write guest articles for high-authority websites.
- Share insights on LinkedIn and industry forums.
- Pitch yourself (or your CEO) for podcast interviews and speaking opportunities.

6. Use PR to Boost SEO & Content Marketing

- Include PR mentions and backlinks in your website content.
- Repurpose media features into blog posts, email campaigns, and social media.

7. Engage on Social Media

- Share press mentions, guest articles, and interviews on LinkedIn and Twitter.
- Tag journalists and media outlets when sharing their content.
- Participate in industry discussions to boost visibility.

8. Track & Improve Your PR Efforts

- Monitor PR success using tools like Google Analytics and social media insights.
- Track backlinks and referral traffic from media mentions.
- Adjust your strategy based on what's working best.