

PR & Word-of-Mouth Marketing Strategy Template

Use this template to plan your PR and word-of-mouth marketing strategy. Fill in the blanks to create a solid plan for getting people to talk about your brand.

1. Define Your Goals

What do you want to achieve with PR and word-of-mouth marketing? (Examples: increase brand awareness, get more media mentions, boost customer referrals.)

Our goal is to: _____

2. Identify Your Target Audience

Who do you want to reach? Think about your ideal customers, influencers, or media outlets.

Our target audience includes: _____

3. Craft Your Brand Story

What makes your brand special? Share a short, engaging story that people will want to talk about.

Our brand story is: _____

4. Choose Your PR Strategies

Select the PR methods that fit your brand. (Check all that apply.)

- Pitch stories to journalists and bloggers
- Write guest posts for industry websites
- Send out a press release
- Partner with influencers
- Hosting an event or webinar
- Engage with the community through social media

Other PR strategies we'll use: _____

5. Encourage Word-of-Mouth Marketing

How will you motivate customers to talk about your brand?

Ways we'll encourage sharing:

- Provide an amazing customer experience
- Offer referral rewards or discounts
- Create shareable social media content
- Ask customers for reviews and testimonial
- Respond to customer feedback quickly

Other ideas: _____

6. Track & Improve Your Strategy

How will you measure success? (Examples: number of media mentions, social media engagement, customer referrals.)

We will track: _____

What's working well: _____

What needs improvement: _____

Final Step: Put your plan into action and adjust as needed.