

Focus On: Public Relations

20 Questions to Guide Your PR Program



Public relations (PR) is an important (and often critical) facet of a company's marketing program. It requires deep expertise and bridges the company's brand, position, and messaging to the external world. A business' PR strategy can include any number of tactics, including press releases, contributed article placements, building journalist relationships, awards, interviews, speaking engagements, and more. PR also frequently dovetails into analyst relations (AR), so many organizations consider the two in tandem.

Considering beginning a PR program at your organization? Ask yourself these 20 questions to establish your priorities, solidify your strategy, and determine where you need support.



Goals & Strategies

- 1 What business goals are you hoping to have PR support?
- 2 Is PR a strategic or tactical function for your business?
- 3 What role will PR play in determining brand strategy?
- 4 What role will PR play in developing messaging and subsequent content (contributed thought leadership, blog posts, etc.)?
- 5 How do you envision PR amplifying marketing efforts and providing air cover for sales?
- 6 What facets of PR (media relations, analyst relations, speaking engagements, awards, social media/content) are highest priority for you?
- 7 What is your timeline for kicking off your PR program? Are there upcoming submission deadlines or key cycles for your target audience that you need to be sure to hit?



Your Company

- 8 On which trends and themes can your organization provide industry thought leadership? Have you honed them down?
- 9 Who are the best spokespeople to represent your brand? Are they comfortable with maintaining a media presence, or do they need support?
- 10 Does your organization have a story that's relevant for business press? (For example, a differentiated thought leadership angle on trends or an executive with a great story)
- 11 How will you leverage your existing content channels (blog, eBooks, video, etc.) as part of PR efforts?
- 12 What trade press – including vertical-specific trade publications – are most relevant for your industry and target market?



Executions & Logistics

- 13 Do you have a process for press releases, including writing and approval, distribution, and fielding interview and quote requests? Do you know what is newsworthy?
- 14 What social media channels are most critical for success in reaching your target audience and how will you use them to support PR?
- 15 Should the PR team also manage social media? If not, how will PR collaborate with the social media team to be sure the right messages are shared?
- 16 Do you have a crisis management strategy? What role does PR play?
- 17 What role will PR play in the development of multimedia (podcasts, videos, etc.) content?



Moving Forward

- 18 How will you ensure that PR and marketing functions work in tandem at your organization?
- 19 How will you measure the impact of PR?
- 20 Based on your goals, timeline, and expertise, will you manage PR strictly through an in-house person/team or require an agency or freelance help?



Finding the answers to these questions can be a project in itself, but the payoff of a strong, thoughtfully planned PR program is well worth the effort. When done correctly, PR can power your organization's vision and story in the public realm, setting the stage for valuable opportunities and boosting the impact of many other marketing tactics.

Need an expert on your side to take your PR program to the next level?

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ABOUT MAGNETUDE: Magnetude is a B2B marketing firm that pioneered the fractional marketing approach for small to medium tech-related businesses. The firm offers a wide range of strategic and execution-focused marketing services to seamlessly dovetail into client growth goals.

The company specializes in growth strategy consulting and fractional marketing department services including marketing strategy, messaging, branding, websites, content development, digital marketing, demand generation, sales and channel enablement, and brand visibility.



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