



PR Playbook

Purpose

The purpose of this playbook is to develop and sustain a PR program that produces impactful results.

Our intention is to help you understand each step in the public relations process by working with Expert Marketing Advisors. We help you adapt the best practices to your organization and activate your planning and program execution that elevates your brand awareness.



PR Scope

Expert Marketing Advisors PR scope includes the functions that will make the most impact to your brand.

CORE PROGRAM:

- Media Relations
- PR
- Speaking Opportunities
- Awards

ADDITIONAL:

- Executive communications
- Internal communications (includes cultural brand awareness)



Framework

1	Assessment
2	Establish Goals and Objectives
3	Understand Opportunity with Target Audience
4	Craft Message
5	Develop PR Plan
6	Budget and Measurement



Framework

1. Establish Objectives	2. Assessment	3. Determine Audience	4. Craft Message	5. Develop PR Plan	6. Measurement
Company Goals (i.e. new category) Marketing and Communication Goals Strategy	PR audit Media audit Opportunities	Current audience Target audience Customer success profiles	Map messaging company level and product level Identify industry trends and predictions and map to messaging	Top influencers and publications Opportunities to meet influencers Awards Speaking Opportunities	Establish metrics and timeline Competitive analysis



PR Maturity Model

Stage 1: undefined

No proactive engagement
Media interaction happens
when media inquiries occur.

No al ongoing formal metrics
in place.

Stage 2: progressive

Media key targets identified but
media contacts don't know the
business yet.

Limited press release distribution

Inexperienced but willing to make
things happen.

Output metrics are basic (# of
press releases, mentions).

Stage 3: mature

Strong media relationships; media
seeks out company experts for
quotes/interviews.

Steady cadence of news; the
business is experienced with the
press release process/

Management has open and
ongoing dialogue with PR team.

Metrics are advancing and may
include metrics around
interactions or relationships with
influencers.

Stage 4: world class

Some media relationships
established and there is some
understanding of how to build
them.

Strong cadence of news coupled
with different types of news
drivers (company, product,
award, etc.); the business is
experienced with the press
release process.

PR works very closely with
executive team to field
opportunities; execs are
considered a competitive
advantage.

Advanced metrics exist, including
sentiment and tone. PR efforts
lead to business impact.



Establish Objectives

- Business Goal
 - Drive customer adoption
- Communications Goals
 - Raise awareness through education of technology to drive customer interest
 - Position the company as an innovator in network cloud technology
 - Stake out position in the market amongst the competition by leveraging the voice of customers
- Objectives
 - Educate media and analysts on presence for client
 - Launch the company's external presence
 - Secure 2 PR and one AR continually each month around relevant market topics



Setting Your PR Objectives

Aligning your communications plan with your company goals and marketing objectives are key to a successful PR outcome. Expert Marketing Advisors guides you through the process and ensures these are the foundation of the plan. We ensure your PR objectives are oriented around milestones that impact your business.

Examples:

- With the new product launch, generate 3,000,000 impressions with media placements online within 2-3 months of the announcement.
- Target 5,000 downloads of free trial version of your new product version within 3 months of the announcement.
- In articles regarding the company, your brand is mentioned alongside other top vendors you seek to be aligned with



Assessment

- PR Audit
- Media Audit
- Opportunity



Assessing Your PR Toolbox

Once your objectives are set, Expert Marketing Advisors work with you to assess your organization's ability to achieve them in by: assessing your business' current state of PR across awareness, positioning, relationships and expertise. By analyzing the PR readiness of your organization, eMa can work with you to identify challenges and potential solutions that will advance your program.

Example:

- Key Challenge: No relationship with media
- Potential Solution: Identify target list of media and analyze their story interests. Determine what your company can offer that is in the realm of their interest.



Determine Audience

- Current Audience
- Target Audience
- Customer Success Profiles



Developing Audience Reach

Once we have assessed the PR readiness of your organization, we can determine the right strategy to reach your current and/or expanded audience. This helps identify which influencers and media outlets are priority. Determining the right influencers and reporters can be attained through tradition and social channels.

Examples:

- Social media monitoring is one way to see what is top of mind for media and influencers and helps develop the intelligence to reach them.
- Developing an editorial calendar is another way to determine traditional media interest.



Craft Message

- Map messaging company level and product level messaging
- Identify industry trends & predictions and map to messaging



Crafting Your Message

Before reaching out to the media or influencers, it's important to develop the right messaging that will infuse our communication with them. This will help with consistency and ensuring that the messages can be well understood and adopted externally. Expert Marketing Advisors can work with you to develop the messaging at the company and product level. This helps you be competitively positioned in the market, and how your product is different. Messaging will impact a variety of PR assets:

Examples:

- Press releases
- Pitches



Develop PR Assets

- Top influencers and publications
- Opportunities to meet influencers
- Awards
- Speaking Opportunities



Develop PR Assets

Developing your PR plan includes taking an inventory of the assets within your organization. This includes subject matter experts that can serve as your organizations' spokesperson. Media requests are always urgent; therefore dedicated spokespeople need to be available as requests come in. PR assets that can be used in outreach to the media can include some key areas.

Examples:

- Customer success stories
- Research



Measurement

- Establish metrics and timelines
- Competitive analysis



Measurement

Now that your program's foundation is in place, Expert Marketing Advisors will work with you to develop measurement results. It's important to track your competitors to see who is influencing the market and what messages are being received. While many organizations use SOV (share of voice) to measure PR, it has many limitations as it measures just one channel of conversation.

Nevertheless, we are flexible and will work with your organization to develop what is best. Media measurements can include a variety of metrics.

Examples:

- Impressions
- Message pull through





Thank you!

For inquiries or questions, please email
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