

BESPOKE CO.

PUBLIC RELATIONS PLAN TEMPLATE

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Whether you're launching a new business or aiming to reshape the public's view of your brand, a Public Relations (PR) strategy can assist in defining your goals and steering your actions. This template serves as an initial step towards crafting a PR strategy applicable across various sectors.

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TEMPLATE HIGHLIGHTS

1. Executive Summary
2. Situation Analysis
3. Goals
4. Objectives
5. Strategies, Tactics, and Activities
6. Target Audience and Channels
7. Key Messages
8. Investment
9. Evaluation and Measurement

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EXECUTIVE SUMMARY

In business, it's a common practice to include an executive summary at the start of any extensive document. This summary should encapsulate all the content in a maximum of one to two pages. It acts as a concise brief that a high-ranking member of the organisation can quickly read during a busy day to grasp all the main points in the PR plan.

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SITUATION ANALYSIS

A successful plan always starts with research on the background of the specific issue to be addressed. Your situational analysis research should involve meetings with stakeholders, including your organisation's senior leaders. You'll also need to evaluate your competition and your industry as a whole by reading news articles and studies. Your research is complete when you can thoroughly define your company's current marketing situation and what needs to be done to enhance it.

GOALS

In this section, you should outline the overarching goals of your PR plan. If your organisation has been dealing with a specific marketing challenge, discuss it here. Describe what you aim to achieve, making sure that the goals you choose are realistic and specific.





OBJECTIVES

Based on the goals you've outlined, create a list of objectives for the PR plan. Consider these objectives as the milestones you need to reach to achieve your goals. Choose SMART (Specific, Measurable, Attainable, Relevant, and Timely) objectives that address the problem identified in your Situational Analysis.

STRATEGIES, TACTICS, AND ACTIVITIES

Break down your objectives into actionable strategies, tactics, and activities. This section should describe how you will implement your PR plan.

Schedule of Activities

Include a calendar that shows when the key activities will take place – such as media releases, product launches or new social media offers. You can use a format like the table below.

Activity	Description	Start Date	End Date

TARGET AUDIENCE AND CHANNELS



Define your target audience and describe their needs. Your target audience typically includes your current customers, desired customers, the people who influence them, and the media. You should also identify your target channels. How does your target audience get their information? You should choose the media channels that they use and trust the most.



Consistency is key!

KEY MESSAGES

Now that you know your goals, objectives, and target audience, design a message that conveys what you want them to hear about your organisation. Your key messages are the core ideas that will shape your PR content going forward. Ensure they are designed to be credible and straightforward.

INVESTMENT

Once you have determined the strategies, tactics, and activities you will take to implement the PR plan, you should note the resources needed. Resources can include social media campaign ad spend, PR agency fees, event venues or promotional materials. Use a table like the one below to outline the resources you will need and how much they will cost.



Resource	Cost	Quantity	Total
		Total Cost:	

EVALUATION AND MEASUREMENT



Evaluation and Measurement are vital components of any plan. The evaluation stage provides an opportunity to identify and focus on areas that need improvement for future initiatives. When crafting your evaluation strategy, consider what successful outcomes would look like and how you will determine when your stated objectives have been met. Detail how you plan to document and showcase the results of your plan's activities once they have been carried out.

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