

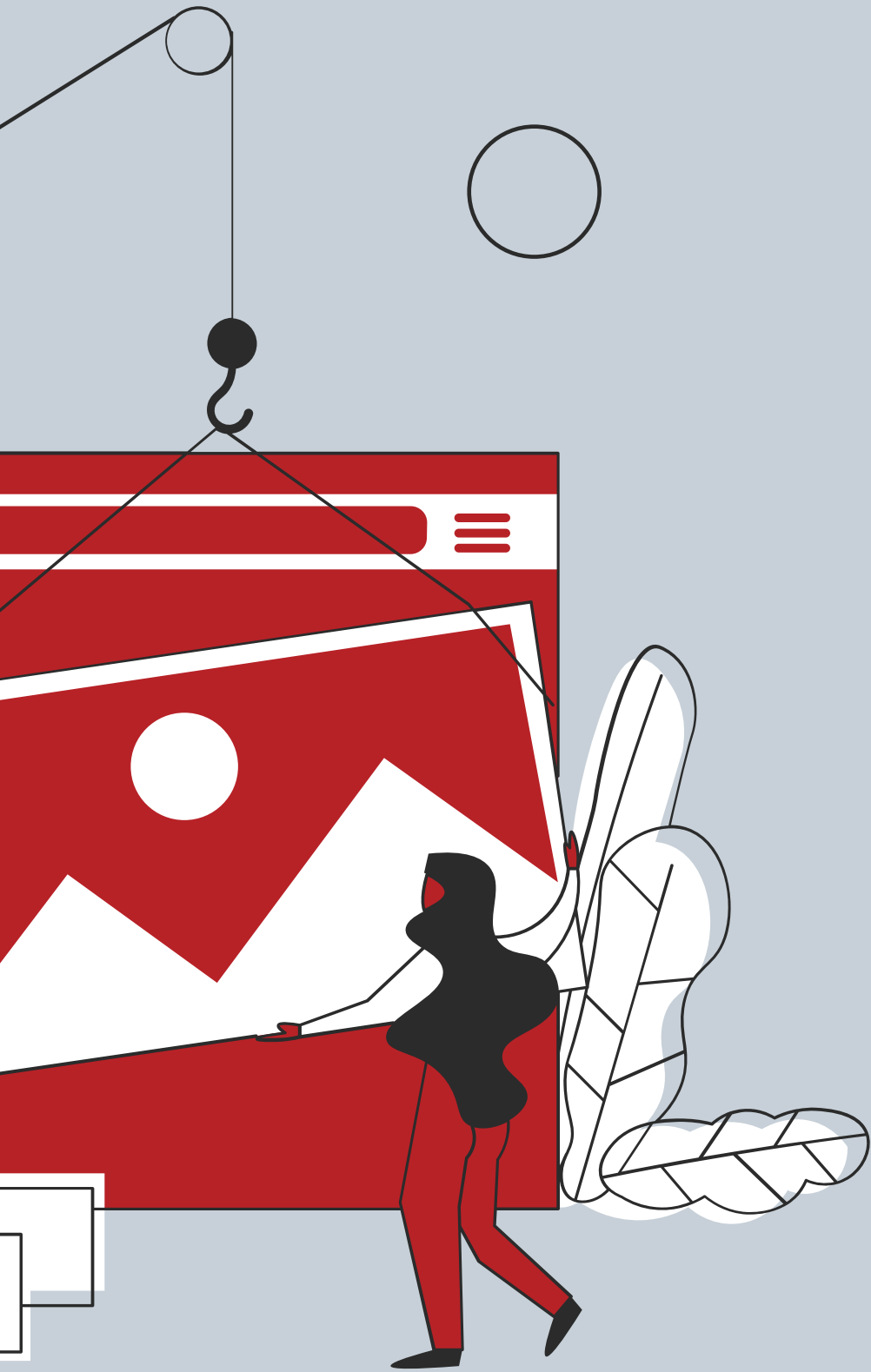
PR 101



“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

PRSA

PR vs Ads



Advertising is what you pay for.
Publicity is what you pray for.

WAYS TO REACH THE PUBLIC

PAID

ADS
NATIVE ADVERTISING
GOOGLE ADWORDS/ DIGITAL ADS
INDUSTRY CONFERENCES
FEATURED WEBINARS
PAID NEWS DISTRIBUTION
PAID RELEASES

OWNED

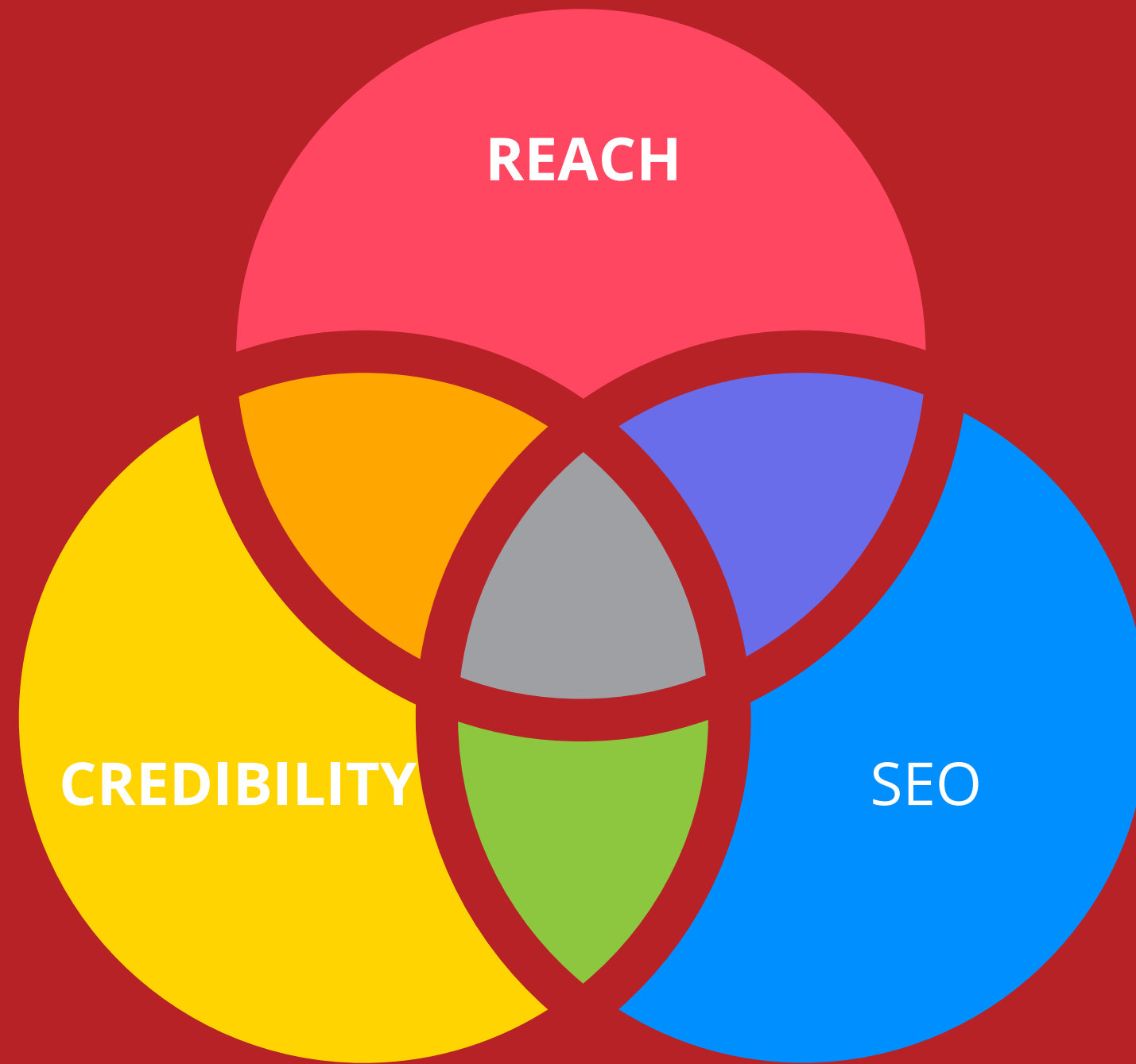
THOUGHT LEADERSHIP PROGRAM
EXPERTS CORNER
AWARDS PROGRAM
COMPANY-HOSTED EVENTS
SOCIAL MEDIA PRESENCE
ONLINE COMMUNITY
RESEARCH LAB
NEWSLETTER

EARNED

FOCUSED EFFORTS THROUGH PR
INFLUENCER RELATIONS
ANALYST RELATIONS
TRADE BODY OUTREACH
PARTNER OUTREACH
AWARDS



ROLE OF MEDIA



PR AGENCY SERVICES

COMMUNICATION STRATEGY
CONTENT CREATION
CORPORATE REPUTATION
CRISIS MANAGEMENT
FINANCIAL COMMUNICATION
INFLUENCER OUTREACH
MEDIA RELATIONS/ACCESS
PUBLIC AFFAIRS



MEASURING VALUE

ADVERTISING VALUE EQUIVALENCY

IMPACT ON BUSINESS OUTCOMES

INPUT - DID THE AGENCY PROVIDE THE OPPORTUNITY TO CONNECT?

OUTPUT - CONVERTED OPPORTUNITIES

DID THINGS IMPROVE ON ANY FRONT?
CREDIBILITY/SEO/REACH?

NOTE: DON'T EVALUATE CREDIBILITY MEDIA ON THE SAME METRICS AS REACH. YOU MAY HAVE TO PAY FOR REACH

SIMILARLY SEO MEDIA WILL DELIVER SEO - NOT CREDIBILITY OR REACH



PAYMENT MODELS

FIXED PRICE CAMPAIGN

RETAINER

RETAINER+PERFORMANCE

BARTER - DIRECT WITH
PUBLICATION



The Plan



Week 1-2

DISCOVERY INCLUDING INTERNAL SURVEYS AND EXECUTIVE INTERVIEWS

WEEK 3

IDEAS FOR THEMES, TOOLS AND MESSAGING ARCHITECTURE

WEEK 4

PRESENT DRAFT PLAN FOR COMMUNICATION CALENDAR

WEEK 5

FINALIZE PLAN AND IMPLEMENTATION TIMELINE

WEEK 6

OPERATIONAL PLAN - RESOURCING, BUDGETING, FREQUENCY, SOURCING TOOLS

DIY OR OUTSOURCE? TIME VS MONEY

1 HOUR A DAY FOR OUTREACH

1 HOUR A DAY FOR CONTENT

ESTABLISHED EXECUTIVE BRAND

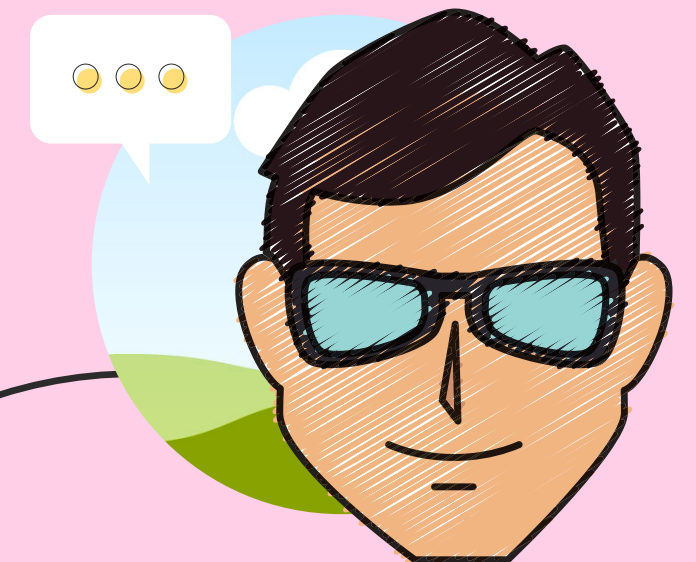
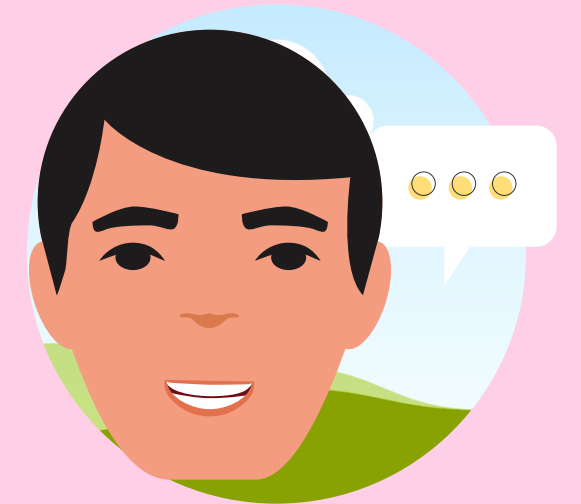
CAMPAIGN IDEA

ORIGINAL CONTENT

OWNED MEDIA PLAN

SUPERLATIVES IN PLACE

ACCESS TO PUBLISHERS



MEDIA MAGNETS

RESEARCH

INFOGRAPHICS

AWARDS - WINNING OR GIVING

GOOD DEEDS

TRENDING TOPICS - CAN BE PART OF A FEATURE

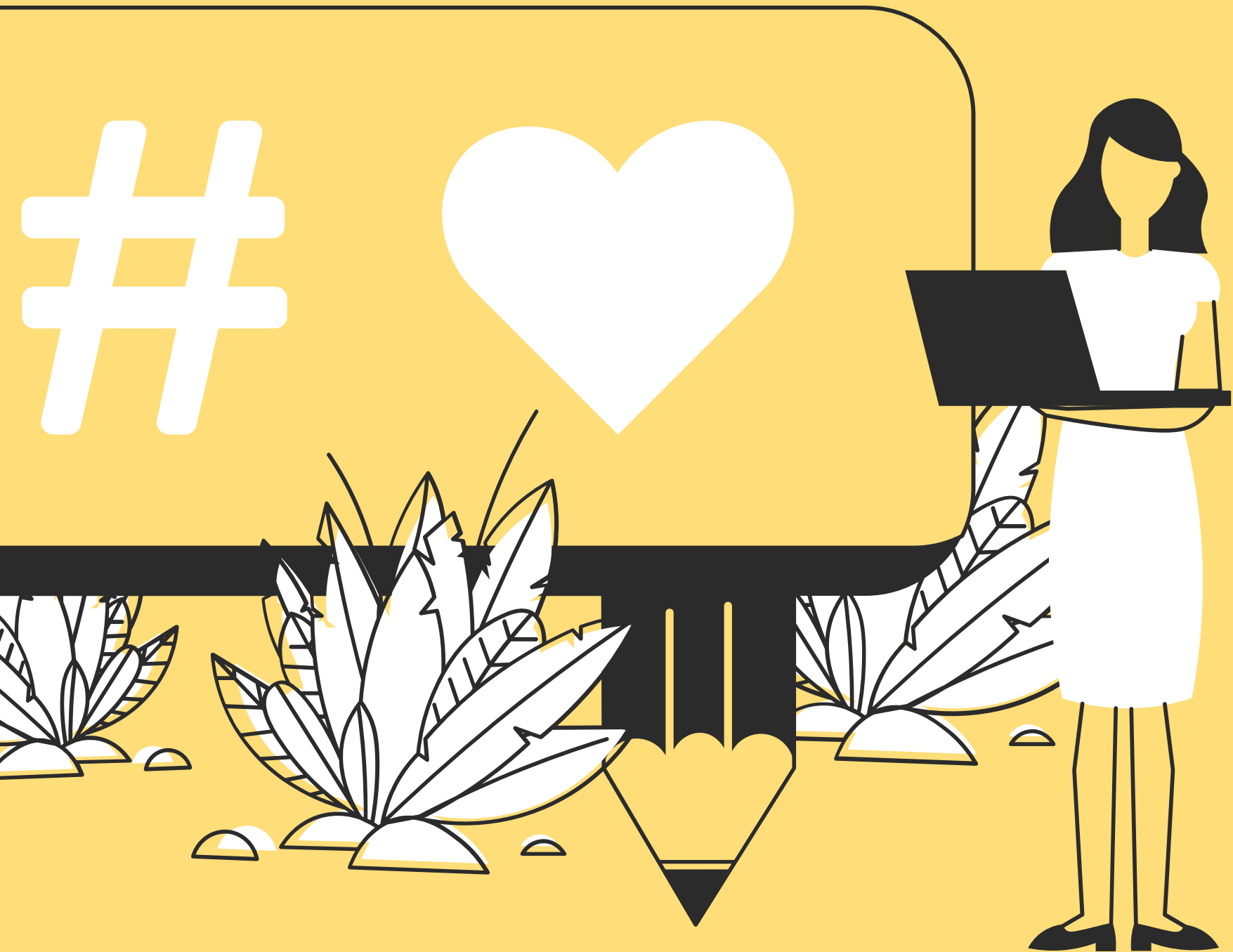
CONTROVERSY: GO AGAINST
THE TIDE ON A TRENDING
TOPIC

ACCESS TO EXPERTS

VALUE TO THEIR READERS

“Data is your
enemy, story is
your friend”.

GIRISH MATHRUBOOTHAM, CO-
FOUNDER FRESHWORKS



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