

# HOW TO CREATE A PR CAMPAIGN ACTION PLAN IN 2021

## GOALS



Each campaign you have lined up should come with its own set of goals you hope to accomplish. For example, if your team is launching a PR campaign in support of a product launch, then some goals might include to grow new product awareness, position the new product as a credible player in the eyes of key analysts, or create demand for the new product.

## KEY MESSAGES



Before your team or tech PR agency creates campaign assets, the key messages need to be determined. Identify who the target audience is, how your offering is differentiated from similar products on the market, and anything else that can boost your tech startup's credibility. Connect with your key internal stakeholders to help shape the messaging and settle on a story that sets the overarching campaign up for success.

## MEDIA TARGETS



If you're working with a tech PR agency, they should already have established relationships with the media and will create a targeted list and outreach strategy for the campaign. On the other hand, if you're handling media outreach internally, there are several [free PR tools](#) you can use that provide access to research media contacts and distribute news releases.

## COLLABORATION



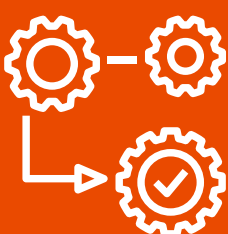
Collaboration is key to launching a successful campaign. Your PR action plan should identify key stakeholders that have a role in shaping the overall campaign. For example Executive spokesperson(s), 3rd party quotes, PR agency, social media, digital marketing -- all needs to be in alignment before you can go live with the campaign.

## TIMELINE



It's critical to synch the expected campaign timeline with all key players and stakeholders. Make sure you establish deadlines for key deliverables like executive quotes, internal reviews of the press release, creation of associated digital content like a blog article or landing page, etc. Keep in mind that although you may have established a timeline in your initial plan, it's important to be flexible.

## MEASUREMENT



Establish KPIs that you can measure to determine how successful you are at executing the PR campaign. For example, obtain 5-10 media placements, increase website traffic by 5-10% during the campaign, increase demo requests by 5%, etc. While PR does not necessarily move the needle on all KPIs by itself, it can and should be part of the overall campaign post-mortem review.