

# PRSA CommEx – Communications Planning

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Northwest Strategies



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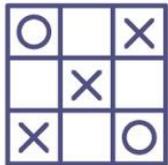
- Full-service brand marketing and communications firm
- More than 30 years of successful operation in Alaska
- Alaska Native- and woman-owned and operated
- Industry leader in behavior change social marketing



# What We Do



**Research and Evaluation.** NWS offers formative research to foster a deeper understanding of target audiences.



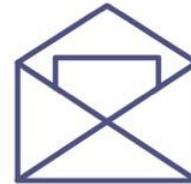
**Brand Strategy.** We'll help you deliver a consistent, positive brand experience to all audiences.



**Media Planning and Placement.** We offer strategic planning and placement of all forms of paid media.



**Public Relations.** You can leverage our strong, established relationships with news media outlets and influencers to help you proactively identify opportunities.



**Event Planning.** We plan, coordinate and execute events large and small, from town hall meetings to grand openings and press conferences.



**Multicultural.** With our deep understanding of First Nations Peoples, we deliver insightful, culturally appropriate marketing strategies that deliver results.

# What We Do



**Social Media.** We develop and manage results-focused social media strategies on all platforms including Facebook, Twitter, Instagram, YouTube, Pinterest and Snapchat.



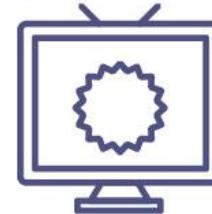
**Creative.** You can expect strategic-based, cutting-edge solutions for all mediums.



**Design.** Our fully staffed and complementary creative team includes our creative director, production artists and art directors, copywriters, interactive/video managers and photographers.



**Web/Multi-media.** Digital, direct response, web development and management, and SEO/SEM are all offered as part of our services.



**Radio/TV/Long-Form Video.** We offer in-house recording and production studio services.

# Why Do Organizations Need Public Relations Strategies?

Organizations across many different industries and around the world use strategic public relations to accomplish a variety of overarching goals, including:

- Establishing and maintaining a positive reputation
- Developing customer loyalty
- Strengthening brands and increasing brand awareness
- Supporting and reinforcing marketing campaigns
- Building shareholder and investor confidence
- Creating trust to help them weather difficult times and unexpected crises

# Strategic public relations takes many forms.

**Business and Consumer Communications:** Many organizations develop public relations strategies for business-to-business (B2B) and business-to-consumer (B2C) communication. The goal may be to strengthen a company's position in the market, support and lay the groundwork for a new product launch, or other objectives.

# Strategic public relations takes many forms.

**Internal Communications:** It's important to keep employees informed about company policies, initiatives, and marketing strategies. Through transparency and open communication, organizations inspire trust and respect among their employees. If the business ever faces a crisis or becomes the target of unfair criticism, such employees are more likely to be company advocates.

# Strategic public relations takes many forms.

## **Corporate Citizenship and Community Outreach:**

Organizations are increasingly sensitive to their role in the local communities where they do business, and many now have public relations strategies designed to showcase their social responsibility, philanthropy, ethical business practices, and environmental initiatives.

# Strategic public relations takes many forms.

**Crisis Management:** When issues arise, the organization involved must be able to quickly assess the situation, provide accurate information, and take the necessary actions to protect both the business and the public interest. Having a crisis plan in place that can be easily modified to address a specific issue is often the difference between weathering the storm and sinking.

# Reactive vs. Proactive PR

- Reactive PR must react or respond to a public relations issue or problem.
- Proactive PR allows organizations to plan and execute public relations activities on their own timeline.

# Why Build a Public Relations Plan?

A strategic public relations plan is a roadmap to take you from where you are to where you want to be.

# Developing Your Strategic Public Relations Plan

- **Assess Your Current Situation:** Determine what needs to change or improve, and identify positive elements you can build on.
- **Survey the Landscape:** Identify any industry, economic, or societal trends to take into account. For example, if the news is full of consumer concerns about a recent breach of electronic health records, it could affect the kind of PR plan a healthcare organization develops.
- **Discover Data:** Stats and other information gleaned from research can help you develop and differentiate your message.
- **Identify Timelines:** This also includes milestones, event schedules, or deadlines you need to consider to develop your plan.
- **Be Realistic:** Stick to a budget, staff appropriately, and determine achievable goals.

# Six Core Elements of Every Strategic PR Plan

## 1. Define Goals and Objectives

Once you've done your research and you're ready to start creating your public relations plan, the first step is to figure out what you want to accomplish. As baseball Hall-of-Famer Yogi Berra observed: "If you don't know where you are going, you might wind up someplace else."

Strategic public relations always begins with clear goals and objectives. Knowing the results you want will guide the other steps of the PR planning process by helping you determine which audiences you need to reach, and which messages and tactics are most likely to help you achieve your goals.

# Six Core Elements of Every Strategic PR Plan

## 2. Identify Target Audiences

Public relations is about building positive relationships with key audiences that are somehow connected to your business. That may include not only the general public, but also some combination of the following:

- Current and potential customers
- Investors and analysts
- Vendors and suppliers
- Government regulators and policymakers
- Employees and their families
- Trade, consumer, and news media

Think about the audiences you should be targeting for the goals you have in mind. Who do you need to engage and influence to accomplish those goals?

# Six Core Elements of Every Strategic PR Plan

## 3. Establish the Strategy

Choosing the right PR strategies will depend on a clear understanding of your objectives and target audiences. People often confuse public relations strategies and PR tactics, but there's a big difference. Strategies are general approaches to achieving objectives. Tactics are the day-to-day activities an organization implements to carry out each strategy.

The tactics that support each of those strategies will be the individual tasks required to secure the speaking engagements, produce and publish the articles, and promote both.

# Six Core Elements of Every Strategic PR Plan

## 4. Create Core Messages

Design your core messages not only to educate and inform, but also to change people's perceptions or compel them to take action. These messages should be direct and to the point. Develop core messages for each of your objectives and target audiences. Data can help you shape, support, and differentiate your core messages; however, it may be just as important to find the stories at the heart of your public relations strategy.

# Six Core Elements of Every Strategic PR Plan

## 5. Develop Tactics

Use your knowledge of your goals, target audiences, and core messages to identify the best tactics for your PR plan. Your PR plan may include various tactics across multiple platforms and channels from traditional media relations (pitching stories to the press), social media, PR events, digital storytelling, and more.

It's also a good idea to develop multiple tactics for each objective and target audience, because no matter how carefully you research and plan you can't be certain a particular tactic will work. In addition, make sure your tactics accurately reflect the image you want people to have of your organization.

# Six Core Elements of Every Strategic PR Plan

## 6. Measure Results

How will you know if your PR plan succeeds? Before implementing your plan, establish success metrics or key performance indicators (KPIs) to measure progress and achievements. A template can help you identify and track metrics that can provide insight into how well your PR strategy is working.

# Additional Benefits of Public Relations Strategies

Public relations strategies can also be helpful for organizations developing a content strategy and an SEO plan. Strategic public relations help to build a more successful content strategy by ensuring content is closely aligned with brand and business objectives, and by amplifying each piece of content so that it reaches more members of your target audience.

Public relations can also help to advance and support a more successful SEO strategy for organizations by creating great content, placing it in key publications, and generating links to your company website and blogs.



# Tips for Successful Message Delivery

- Develop core messages.
- Add information, statistics and stories specific to your community or region.
- Write and speak with your audience in mind. Address how your issue aligns with their values and interests, the information they need, the barriers that exist and the action you'd like them to take.
- Always look for a human-interest angle to help personalize the story.
- Never miss an opportunity to deliver your big picture message (overriding communications objective).

Thank you!

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