

District32- Developing A Perfect PR Strategy



Planning



Niche : What is your niche where you can establish yourself as an authority?



Objectives : What do you want to gain by investing efforts into PR?



Target audience : Which of your target audience would you reach through PR activities.



Strategising



Channels : What kind of PR channels will you explore?



Messaging Style : What is your messaging style?
E.g.: Educative, Exploitative, Disruptive.



Follow in the path of : Who else uses your chosen style and what's their secret?



Implementing



Frequency : How often will you reach out to the channels?



Method of Approach : How will you reach out to your chosen channels?



KPIs: How will you track the impact of your PR strategy?