



Strategy framework planner

Your roadmap to great PR



Your campaign outline

What do you want to achieve?

Pick 3 publications you want to be published in:

1. _____

2. _____

3. _____

What will you do with these articles once published?

1. _____

2. _____

3. _____

Ran out of space for your answer? Then your planning isn't targeted enough. Look again at what you want to achieve, and make it tighter. It's always better to do a few things really well than a lot of things poorly.

Some ideas:

- Share with your network
- Link within existing content (which content?)
- Reference in future content/pitches
- Create visuals of key points for easy sharing online
- Use as a stepping stone to further your relationship with the author
- Can you update this content in future?

Research

Name:

Writes for:

What do they write about in general and at the moment?

What are they sharing/talking about on social media?

How do these areas fit with what I'm doing?

What can I offer them that's of value?

For each publication, find 5–10 contacts. For **each** one of those contacts, copy this page and use it to guide your research.

Make sure there's a good fit. Without it, no genuine reciprocal relationship can develop.

Useful links (e.g. Twitter profile, recent content...):
