

ONLINE PR WORKFLOW TEMPLATE

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CATEGORY AND TASKS TO REVIEW	PERSON RESPONSIBLE	DEADLINE	APPROVAL
CONDUCT AUDIT OF CURRENT MEDIA COVERAGE			
Paid Media			
Earned Medi			
Shared Media			
Owned Media			
SET GOALS			
Raise awareness			
Generate interest			
Create demand			
Promote brand image			
DETERMINE AUDIENCE			
Geographic			
Demographic			
Behavioral			
Psychographics			
Online surveys and polls			
Customer service feedback			
IDENTIFY INTERESTED JOURNALISTS AND RELEVANT PLATFORMS			
Search tools			
Contact lists			
Social media engagement			
Identify your audience's audience			
Industry or topical websites			
Bloggers			
Events and exhibitions			
DEVELOP KEY MESSAGING			
Focus on benefits, value			
Provide supporting facts, stories, expert tips, and visuals			

DEVELOP MESSAGE OR PITCH			
Highlight the value you provide			
Connect to consumer trends			
Craft email that gets to the point quickly and clearly			
Write online press release			
Create story for your website			
Create social campaign for your story			
Optimize digital channels			
FOLLOW UP			
Optimize digital channels			
Identify the most logical journalists or influencers			
Engage in social conversation			
Keep your contact list updated			
ASSESS YOUR RESULTS			
Number of pitches sent			
Number of follow-ups			
Number of stories placed			
Social media engagement			
Search results			
Tactics that reach journalists, influencers			

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