

PR Action Plan

PR Content Type	Stakeholder	Key Message	Desired Action/Response	Track	Tool
News release	Media, bloggers	News	Earned coverage	1. Visits to news release (clicks via emails, click-throughs to corporate newsroom via newswire service) 2. Media and blogger monitoring by outlet and keywords	Google Analytics, PitchEngine, media monitoring service (Cision, Radian6, Vocus etc.)
Tweets	Media, bloggers, influencers	Highlights from news release, with links to news release or other content pieces	Retweets, clicks through to news release	Retweets, traffic to website or other content	Twitter or social media management tool like Hootsuite, Google Analytics
Facebook post	Influencers	Highlights for news release adapted for conversation	Like post, share and or comment	Likes, share and or comments on Facebook post	Facebook Insights
QR code	Influencers, public	Direct link to more info	Scan, visit link	Number of scans/ clicks to link	QR Code Tracker (Google Analytics)
Media or Blogger coverage	Public	From news release	Shares, comments	Shares, comments; monitor next action activity such as increase in visit to e-commerce site, increase in customer service requests, emails to the company, downloads at iTunes	Media monitoring, Google Analytics, communications to company
Brand journalism: infographic, survey results, webinar, e-paper	All	New findings, industry research, thought leadership quotes	Share content by coverage or links	Media monitoring, social web monitoring by trackable URL and keywords	Media monitoring, Google Analytics, communications to company

a direct uptick in downloads when the same story aired on a local TV news hour. Within a couple of hours of the broadcast, there were more than 100 app downloads. Two days later, the story aired on the national news hour, and the increase in downloads happened within hours of the airing.

Another example—for a natural food brand exhibiting at a home and garden event that attracts an average of 50,000 people, we relied on **Twitter** to deliver our key messages to those interested in our client’s niche. The PR goal was simple: achieve continuous retweets throughout the five-day-long show to

help direct people to the brand’s booth. Using **TweetReach**, we tracked the activity by the brand’s handle and event hashtag. A retweet from the show’s handle boosted our PR reach to more than 14,000 people during the show, reaching more than 4,500 Twitter accounts.

Getting people to talk is always a goal of public relations. Providing an opportunity for that discussion to happen is the strategic—and important—part. **PRN**

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