

Public Relations Strategy Questionnaire

This questionnaire is designed to determine whether your company or brand would be well suited for a Public Relations program and to help us identify where PR opportunities may exist. Please allow an adequate amount of time for completion of this questionnaire, as it will serve as the foundation for building your PR strategy.

Company Overview

Please describe any unique characteristics or attributes of your company or its products and services that you feel would be newsworthy?

Please describe the main industry for your products and services and list any subsidiary industries that also benefit from your products or services.

How do you sell your products or services? (online, in stores, through distributors, etc)

What are the differentiating factors about your products and services that set you apart from the competition?

How do your company's products or services fill a niche in the industry?

Which companies are your direct competitors?

What are the differentiating characteristics about these companies or their products?

What primary aspects of your company do you want to promote? (Growth, New Products, New Markets, New Offices/Locations, etc...)

Are there any secondary items you want to promote? (New employees, new contracts, etc...)

Your Audience

Who is your target audience and why?

Messaging

What marketing materials are you currently utilizing? Cards, brochures, podcasts, videos, etc...

Does your company currently have any key messaging that you include in all of your marketing materials (such as taglines, key points, specific facts about your products' performance?)

How do you address your difference from the competition in your marketing materials?

Is there anything you would like to highlight more in your company's marketing materials?

Past Public Relations Involvement

What type of public relations tactics has your company utilized in the past two years?

Who ran your public relations program in the past? Was it handled internally or by an agency? Please describe the level of involvement of the individuals responsible for your public relations program.

If your company has a current public relations program, about how often do you release press releases to the media?

What were the press releases that you recently distributed about?

Did these press releases result in any published stories? If so, please list when and where these stories were published.

When these stories were published, did you see an increase in leads or calls after the story ran? If so, how did you see an increase? (online web traffic, emails, calls, etc)

Would you say that your previous PR initiatives have been successful? Why or why not?

Please describe how you currently send information to the media (email, newswire distribute, etc.)

Please list or attach a list of the publications and contacts you currently send your news to.

Do you currently post news on your company website?

Social Media

Does your company currently engage in social media? If so, please list which platforms and your usernames/handles.

Is there an active customer base that buys regularly from your company or other suppliers, partners or prospects who you think would follow your company news?

Do you do anything now to reach these people on a regular basis and/or does your company have a blog? If so, please list the URL.

If your company does not have a blog, are you interested in developing a blog for your company? (blogging is now widely understood as one of the most effective tools for building trust in a brand)

Are there any other social media initiatives that you would be interested in learning more about? (Social media training, social media set up, blog commenting campaigns, blog giveaway partnerships?)

Upcoming News

Do you have any new products coming out? Please describe

Have any of your products been improved in the past year? Please describe.

Did any new products come out in the past year? Please describe.

Does your company have any upcoming events or significant trips planned?

Was your product or service used in a unique way in the past year? Please describe.

Are there any specific press releases you would like to publish in the next year?

Involvement

Please indicate which aspects of PR that you would like more information about.

- Media List Development
- Press release writing
- Release optimization
- Online newswire distribution (for SEO purposes)
- Local media story pitching
- Trade media story pitching

- _____ Social media training
- _____ Reputation Management/Crisis Communication
- _____ Blog creation/Management
- _____ Events/Public Appearances

Other:

Personal comments/questions for your publicist? Please address any concerns, comments or questions you may have. They key to a successful PR campaign is communication.

Thank you for completing the questionnaire. Please allow up to 48 hours for review and analysis of your responses. Upon completion of the review, your publicist will contact you promptly to schedule a meeting to discuss the planning of your PR strategy.

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