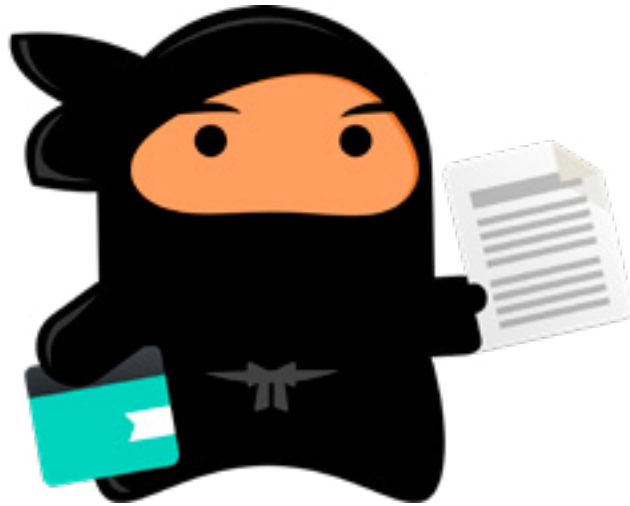




Digital PR Campaign

Strategy Checklist





N U M B E R O N E

WHAT'S THE OBJECTIVE?

What are you trying to achieve?

Are you trying to promote a story about your business, or data your business has put together, or are you launching a unique new product?

N U M B E R T W O

WHAT'S YOUR KEY MESSAGE?

What about your business' story makes it newsworthy?

Which interesting facts are found in your data?

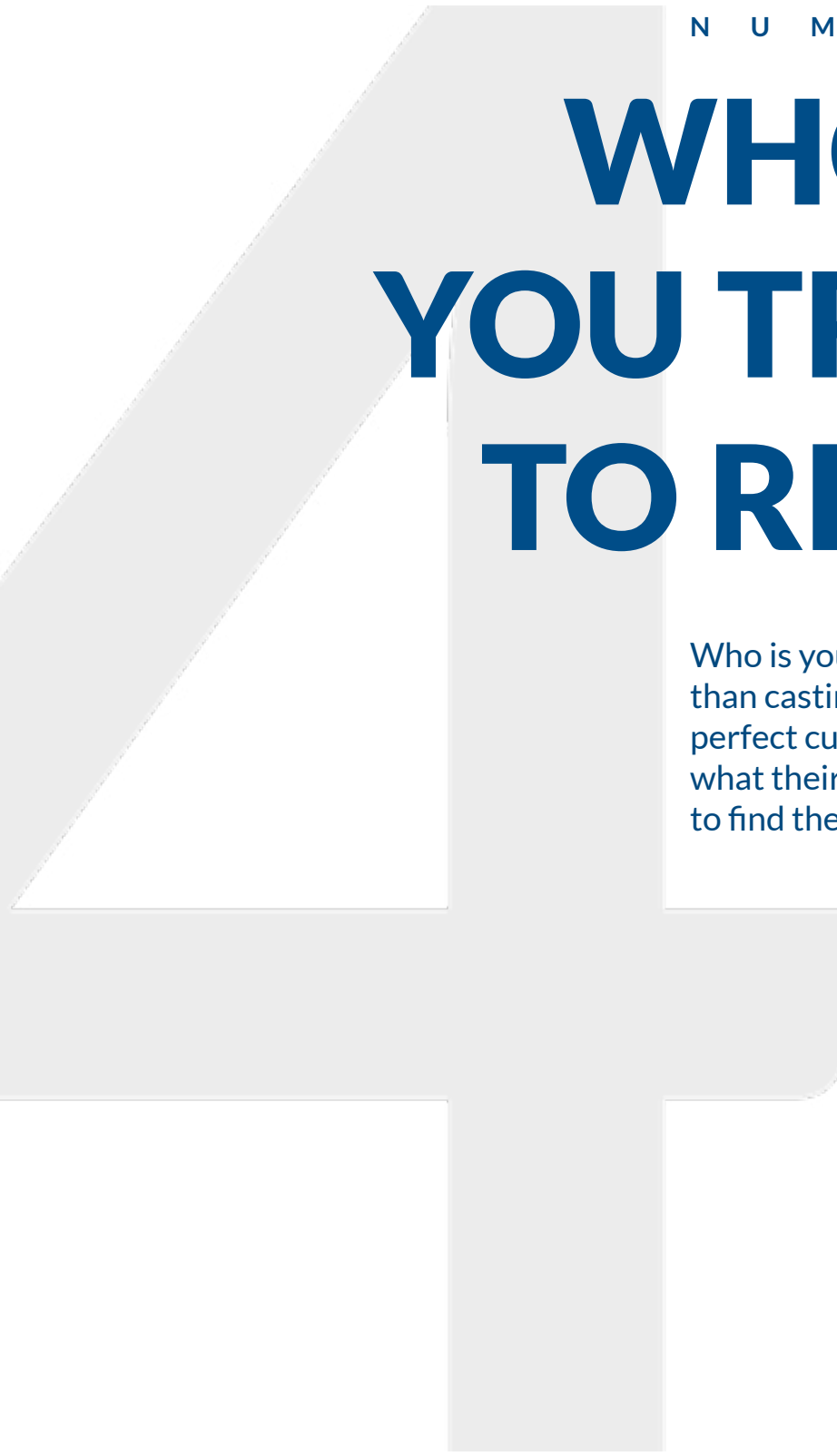
What's special about your new product that makes people want to be the first to buy one?

WHAT ARE YOUR USPS?

What's so unique about your business' story — what do you do that other businesses aren't already doing?

What data can only your business find and report on?

What's the unique property of your new product that makes it different from your competitor's similar products?



N U M B E R F O U R

WHO ARE YOU TRYING TO REACH?

Who is your ideal customer? Rather than casting a wide net, focus on the perfect customer, what they look like, what their interests are, and where to find them.

N U M B E R F I V E

WHAT'S YOUR CALL TO ACTION?

What do you want prospective customers to do?

Do you want them to walk into your shop over a competitor's?

Do you want them to use your software over other alternatives?

Do you want them to buy your products rather than your competitor's cheaper alternatives?

N U M B E R S I X

WHAT'S YOUR BUDGET?

How much do you have to spend on conceptualising your content, creating and promoting it to your perfect target audience segment?

HOW WILL YOU REACH YOUR AUDIENCE?

Is your ideal customer finding businesses like yours via industry publishers?

Or are they searching for "software" companies and choosing the one with the most well-known brand?

Or are they buying new products based on product placement and promotion by influencers on social media?

N U M B E R E I G H T

WHICH TYPES OF MEDIA WILL YOU USE?

Are your prospective customers led by how frequently they see a brand mentioned by thought leaders in your industry?

Will the bullet points of your dataset be easier to digest as individual factoid graphics within articles?

Will video reviews of your product by reviews and influencers be more effective than photos?

N U M B E R N I N E

WHO'S RESPONSIBLE?

Who's organising the creation of the copy, graphics, photos, and videos for the campaign?

N U M B E R T E N

WHO WILL YOU CONTACT?

Who will be your primary contacts to promote this campaign?

Will you be contacting journalists or influencers your company has successfully worked with previously?

Will you be working with high-value industry publishers for the first time who you need to gather the contact details of?

HOW WILL YOU AID YOUR CONTACTS?

Are there media packs you can put together with all of the potential details, graphics, photos, and videos that could improve the articles or social media posts created during this campaign?

WHAT'S YOUR TIMELINE FROM CONCEPT TO EXECUTION?

How much time do you have before the launch of your story, dataset, or product?

Does each member of your team know when the copy, graphics, photos, and videos need to be completed by?

HOW ARE YOU TRACKING SUCCESS?

What is your definition of success?

Are you counting the number of press mentions you earn or the number of social shares of your story?

Perhaps you measure the amount of engagement the posts of the influencers you're working with earn — or are you only tracking increases in sales enquiries or confirmed sales?

N U M B E R F O U R T E E N

REVIEW AND IMPROVE

What have you learned from this campaign?

What would you do differently in your next campaign?

Did you target the right audience?

Does your message need to change or your tone of voice?

Do your graphics, photos, or videos need to be a highly-quality or longer?

Are there journalists, publishers, or influencers you'd wish to work with again?

Written by Dale Davies, Digital Strategy Manager @ Exposure Ninja

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