



The Eight-Step Approach To Strategic Public Relations Planning and Action

1. Background/Situation Analysis

Who are you? (Who is your organization?)

What are you trying to accomplish?

When?

Why?

Where?

How?

2. Goals & Objectives

What are your goals?



List six short-term goals: What do you want to accomplish in the next six months?

List long-term goals: What do you want to accomplish in the next one to two years?

What are your objectives? (How will you reach your goals?)

3. Research

What quantitative and qualitative research needs to be done to help complete and execute the plan and help achieve the goals and objectives?

Quantitative Research

Qualitative Research

4. Target Audiences

Who are the key internal and external audiences that must be reached to achieve your goals and objectives?

Internal

WIFM (What's In It For Me?)

External

WIFM (What's In It For Me?)

5. Messages

What key and secondary messages will best motivate target audiences to take the actions you want them to take? (See Key Messages worksheet).

Key Message

Secondary Messages

6. Proof Points

What anecdotes, statistics and other facts support the key messages and position you in the best possible way (i.e., "Prove It.")

7. Communication Tools

What tools or products can best deliver the messages and proof points to the key internal and external audiences?*

<u>Tool</u>	<u>Target Audience</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*Use the 10 C's of Communication as your guide

8. Evaluation

What do you expect to be the results of your efforts?

How will you measure the effect of your campaign?
