

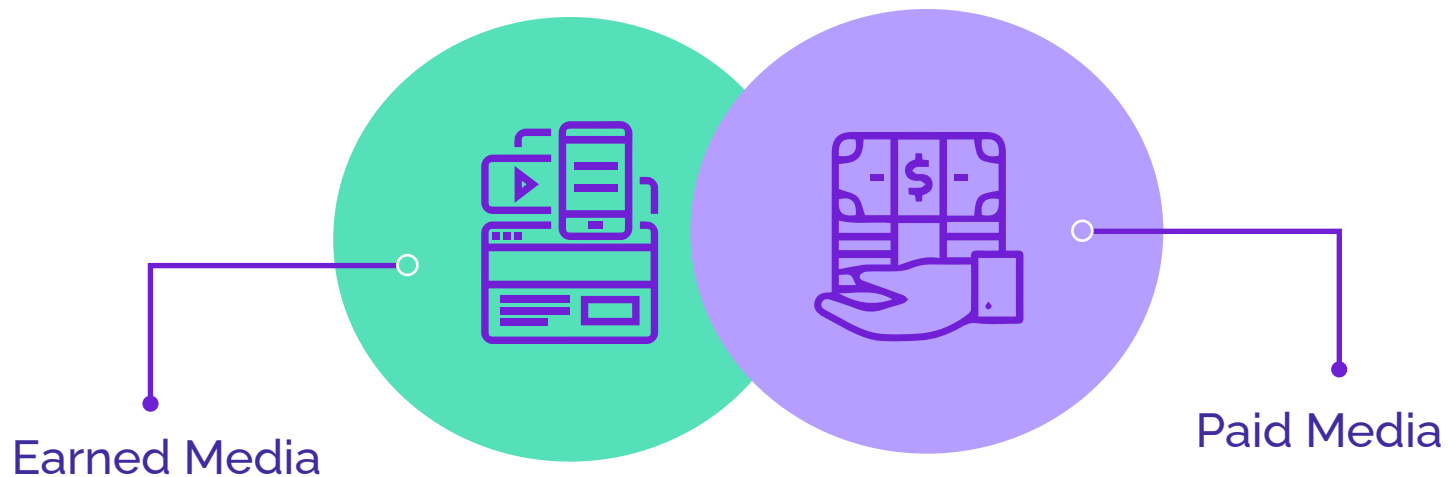
ZEN MEDIA

Checklist for Your Next **B2B Public Relations Campaign**



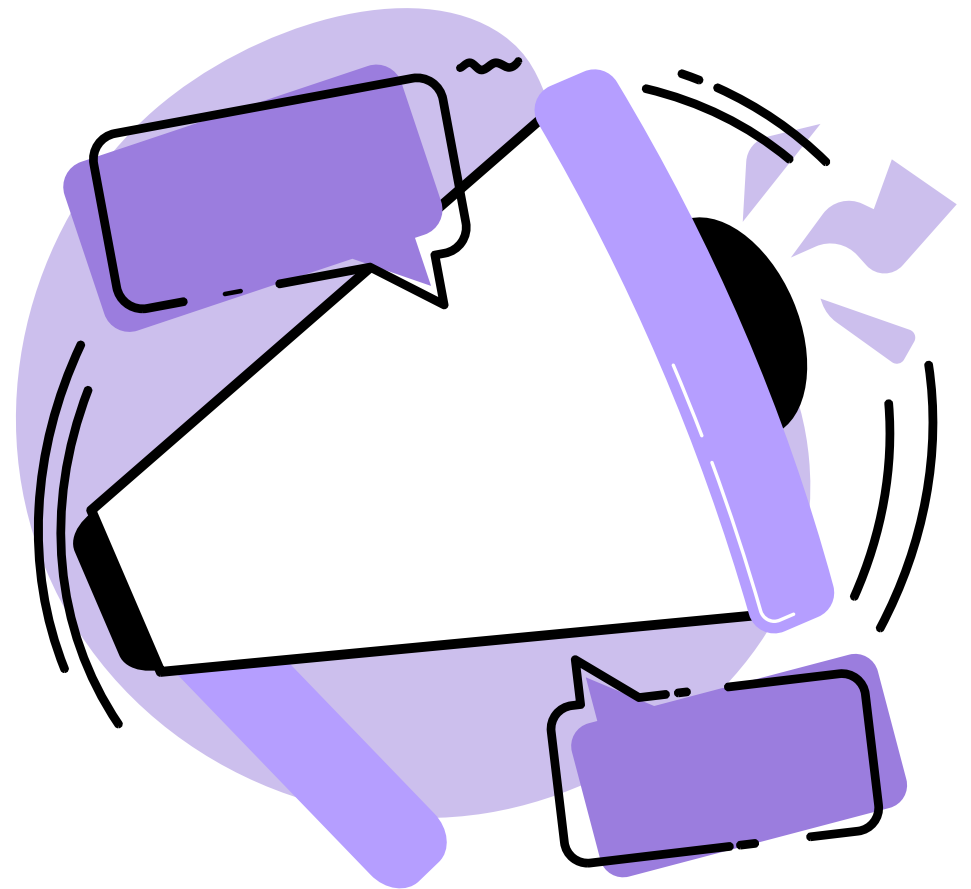
□ Understand PR:

Know the difference between earned PR and paid or owned media



Understand Importance of PR:

Know how earned PR will fit into your overall sales and marketing strategy

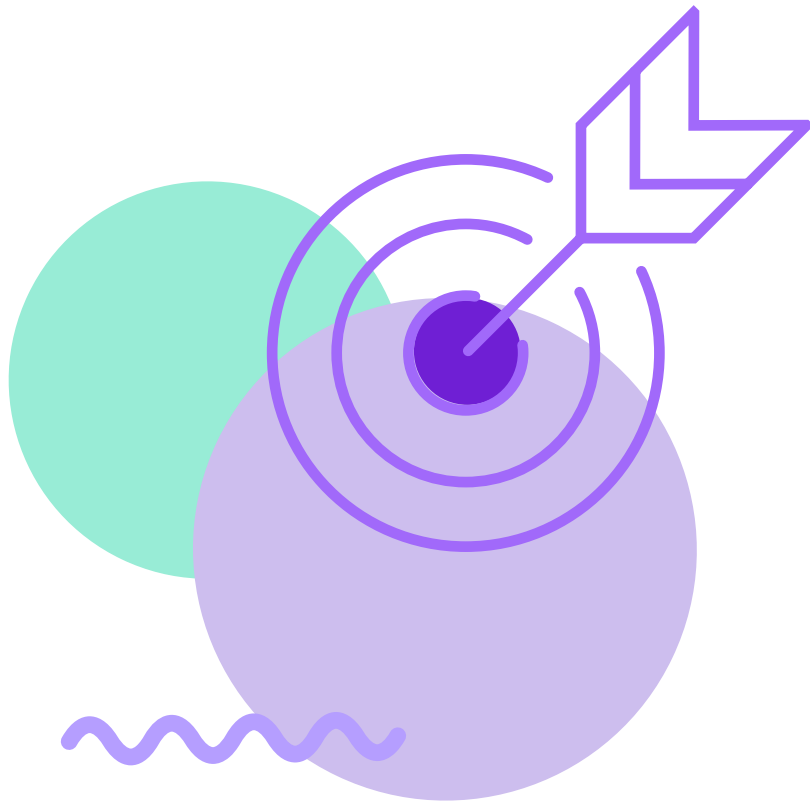


Define Your Goals:

Identify your goals with your earned PR strategy

- Get specific about each goal
- Share your goals with your PR, marketing and sales teams
- Be clear about how you want to achieve your goals and how you will measure success

□ Identify Your Target Audience



- Research audiences, customers, pain points, audience needs/ desires, etc
- Consider sending out a survey to collect customer data
- Conduct interviews with prospects, existing and former customers
- Get buy-in on personas from the sales team
- Create buyer personas based on your research

□ Research Content, Topics, and Stories:

Know what is performing best with your audience



- Understand what content is being consumed and why



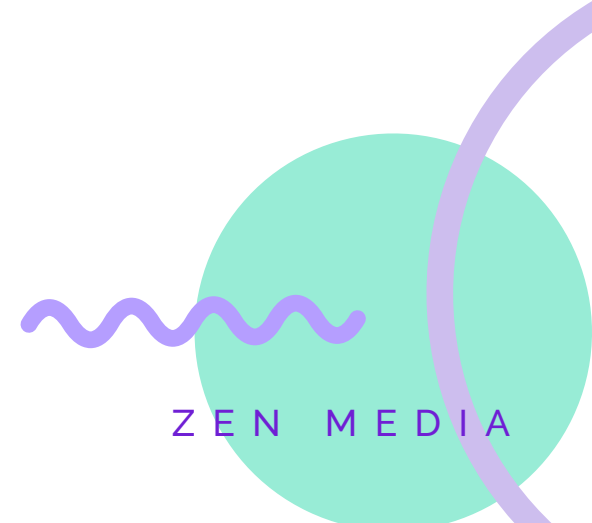
- Search on Google for trending articles, blog posts, etc.



- Use content and social listening tools for trending topics on social channels

□ Identify Outlets, Influencers, Partners and Media Contacts

- Using a media database tool, you can find some relevant media contacts and outlets
- Read industry publications to identify potential media connections
- Read industry publications to Review social media channels to uncover journalists and influencers who are discussing industry topics and competitors
- Follow competitors and review competitor sites to see who has covered them
- Develop a comprehensive list of relevant media contacts and influencers



□ Reach Out to Media:

Send valuable, newsworthy pitches that highlight your company, services or products

- Identify and develop compelling pitch angles
- Use SEO to inform which topics are driving the most website traffic
- Craft well thought-out pitches that provide valuable, informative, or contrarian takes
- Pitches should be personalized to each media contact
- Keep the momentum going with continued follow-up with media contacts and share any and all relevant information that applies to their audiences

□ Track Outreach

- Analyze responses and feedback
- Search and capture all media coverage
- Share all media coverage on your social channels, on your website and in marketing assets
- Gather metrics about your PR success. It may include information on the amount of coverage, sentiment, potential reach, advertising and equivalency and more
- Develop a report and share your findings, metrics and success with all relevant shareholders



Checklist for Your Next B2B Public Relations Campaign

- Understand PR:** Know the difference between earned PR and paid or owned media
- Understand Importance of PR:** Know how earned PR will fit into your overall sales and marketing strategy
- Define Your Goals:** Identify your goals with your earned PR strategy
- Identify Your Target Audience**
- Research Content, Topics, and Stories:** Know what is performing best with your audience
- Identify Outlets, Influencers, Partners and Media Contacts**
- Reach Out to Media:** Send valuable, newsworthy pitches that highlight your company, services or products
- Track Outreach**