

Three Steps to Finding the Perfect PR Firm

I Step 1: Create Your PR “Wish List”

The first step in picking the perfect PR firm has to begin with you. It is important to have a clear understanding of your goals and desired end-results. What *exactly* do you want and expect from your PR firm?

Make your PR “Wish List”, then determine which of the following categories best describes what you want:

- Media Relations – This typically involves publicity, press releases, press conferences, media training, spokesperson/ambassador media interviews, and generating media hits or impressions.
- Public Relations – PR can include media relations, and is primarily concerned with your public image, influencing perceptions of your target audiences and the general public.
- Strategic – Communications This can include messaging, branding, and creating an integrated communications & outreach plan

II Step 2: Find PR Firms That Specialize In Areas that Benefit You

Now that you know WHAT you want from a PR firm, the next step is to find a firm with ample experience in the areas that will benefit you. Some PR firms claim to be a one-stop-shop, but the truth is you’ll reap more benefits from a firm that understands your industry, is familiar with your obstacles and has a proven track record implementing successful PR initiatives for clients with needs similar to yours.

III Step 3: Meet The PR Pros Who Will Be Working For You

Once you’ve narrowed your selection to a handful or potential PR firms, take the time to meet with their executives, in person if possible. Get to know the people who will be working on your account.

Interview the individuals and the team the PR firm expects to work directly with your account. Inquire about their relevant experience, current work load, and perhaps even what challenges or concerns they may feel about being able to meet or exceed your expectations. Of course, when budget, experience, and capabilities of the potential PR firms are similar, it’s usually best to go with the firm that is most closely aligned with your core values.