

Media Relations Plan Outline

1) Brand Objectives

- What does success look like?
What do you want to accomplish? What are your goals?
- Here are common brand objectives:

Identity & Image	Recognition	Awareness	Engagement
Brand Loyalty	Brand Advocates	Brand Equity	

2) Brand Story

- What's special about your product or service?
- What are its unique selling points?
- What are your key messages?

3) Target audience

- Who am I trying to reach? (Primary + secondary targets)

4) Media List

- Based on the target audience, build a relevant press list (per industry type)

5) Strategy / Tactics

- What's your overall vision?
- How do you intend to accomplish your objectives to reach your goals?
- What communication tools will you be leveraging? (Examples: press materials, press trip, event, product seeding, influencers)