

STRATEGIC PR PLAN TEMPLATE



	PLAN ELEMENTS	ACTION ITEMS	PERSON / TEAM RESPONSIBLE	DEADLINE	STATUS	FINAL OUTCOME
GOALS AND OBJECTIVES Use your research to identify goals and what you want to achieve						
TARGET AUDIENCES List everyone you want to reach with your plan including media, customers, investors, employees, etc.						
ESTABLISH THE STRATEGY Define general approach to achieving goals and objectives						
KEY MESSAGES Develop messages that are concise, informative, and compel people to take action						
TACTICS How will you use your key messages to reach your target audience?						
MEASUREMENTS Create a KPI or PR dashboard to monitor the effects of efforts						

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