

# The Persuasion Equation

PR is the art of persuasion. And the success of any campaign is your ability to reach your key audiences with the right message and move them to action.

To get started, you need to know what you are trying to achieve; what are the company's goals? IPO? Doubling sales? Awareness? And how a PR campaign can affect the outcome. Who are your targets and how best to reach them? Are they CMOs? CFOs? Moms? Shoppers? Ask lots of questions; delve into internal metrics, research competitors, challenges, the landscape to identify ownable areas of opportunity. The strategy and the tactics will evolve from there.

The balance of tactics supporting the mission is tailored to each campaign – more of this, less of that – depending on factors including executive participation, announcements, product roadmap, availability of data, and more.

Here's a rundown to help you put a campaign roadmap together.



## ● **PLANNING:**

Take the time at the outset to understand the full story, the big picture, and how PR can affect it. Then, focus on building a strategy, companion messaging, and a campaign to match.

## ● **MEDIA RELATIONS:**

Building visibility means making news, surfacing compelling narratives and working to shape and tell stories in a thought-provoking way. It's important not just to know what to say, but how to say it to be heard by those you're trying to reach.

## ● **DATA:**

One way to become a trusted source of truth is to use your own data – aggregated information and insights about customer behavior, preferences, geographic or demographic differences, or surveys of members or clients. Data is a great way to open the door to coverage, providing journalists the information and insights they thrive on and it also serves as fodder for owned content, blog posts, and social media.

## ● **CONTENT:**

By surfacing opinions that matter through written content, clients can take control of their message and join the national conversation on their own terms. Whether in the form of bylined articles or blogs, this kind of thought leadership builds credibility and earns recognition and it also serves as fodder for owned content, blog posts and social media.

## ● **SOCIAL AMPLIFICATION:**

Amplifying every piece of coverage, and every development, extends awareness and expands your reach.

## ● **ADVOCACY:**

Building influence is part of the program. By leveraging your own network – personally and professionally – and building new relationships, with analysts, authors, academics, you can shape perceptions. Think about the power of appearances at conferences and events, and winning awards to win attention and credibility.