

Public Relations Strategy Questionnaire

This questionnaire is designed to determine whether your company would be well suited for a Public Relations program and to help us identify where PR opportunities may exist. (Please use additional paper if necessary)

Business Overview

1. Please describe any unique characteristics or attributes of your company or its products and services that you feel would be newsworthy?
2. Please describe the main industry for your products and services and list any subsidiary industries that also benefit from your products or services.
3. How do you sell your products or services? (online, in stores, through distributors, etc)
4. What are the differentiating factors about your products and services that set you apart from the competition?
5. How do your company's products or services fill a niche in the industry?
6. Which companies are your direct competitors?



7. What are the differentiating characteristics about these companies or their products?

8. What primary aspects of your company do you want to promote? (Growth, New Products, New Markets, New Offices/Locations, etc...)

9. Are there any secondary items you want to promote? (New employees, new contracts, etc...)

Your Audience

1. Who is your target audience and why?

2. If your target audience is not using your products or services, what are their current actions? (Are they using another company, are they knowledgeable about your product or service uses, etc.)

3. How can we help change your target audiences' current actions? (By educating audiences, raising awareness, talking up points of differentiation, etc)



Messaging

1. Does your company currently have any key messaging that you include in all of your marketing materials (such as tag lines, key points, specific facts about your products' performance?)
2. How do you address your difference from the competition in your marketing materials?
3. Is there anything you would like to highlight more in your company's marketing materials?

Past Public Relations Involvement

1. What type of public relations tactics has your company utilized in the past two years?
2. Who ran your public relations program in the past? Was it handled internally or by an agency? Please describe the level of involvement of the individuals responsible for your public relations program.
3. If your company has a current public relations program, about how often do you release press releases to the media?



Social Media

For those interested in Social Media.

1. Does your company currently engage in social media? If so, please list which services and your company IDs for these services such as your twitter name.
2. Do you have an active customer base that buys regularly from your company or other suppliers, partners or prospects who you think would follow your company news?
3. Do you do anything now to reach these people on a regular basis and/or does your company have a blog? If so, please list the URL.

4. If your company does not have a blog, are you interested in developing a blog for your company?

5. Are there any other social media initiatives that you would be interested in learning more about? (Social media training, social media set up, blog commenting campaigns, blog giveaway partnerships?)



Upcoming News

1. Do you have any new products coming out? Please describe.
2. Have any of your products been improved in the past year? Please describe.
3. Did any new products come out in the past year? Please describe.
4. Does your company have any upcoming events or significant trips planned?
5. Was your product or service used in a unique way in the past year? Please describe.
6. Are there any specific press releases you would like to publish in the next year?

Involvement

Please indicate which aspects of PR that you would like more information about.

- Media List Development
- Press release writing
- Release optimization
- Online newswire distribution (for SEO purposes)
- Local media storypitching
- Trade media storypitching
- Social media training
- Social media implementation
- Blog creation
- Blog writing and monitoring services

Are there any of these services that could be handled internally?

Do you have a certain budget in mind?

Would you be interested in running a public relations campaign internally with setup and guidance from Captiva?