

Is Your Startup Ready for PR?

The prospect of seeing your company's name in the pages of The Wall Street Journal or featured in the trade magazine your prospects read faithfully is exciting. However, PR efforts can do more harm than damage...if the company isn't quite ready for the spotlight. Before making an investment—of valuable funds and indispensable time—know if your company is prepared.

Ask yourself these four questions:



1. What do you want to accomplish?

- ✓ Know your objectives, such as building brand exposure and awareness, changing your image, and creating air cover for sales.
- ✓ Identify a big “win” you would like to achieve in the first 6-12 months.



Setting expectations at the start is critical to ensure a PR program is both realistic and designed to support your broader business goals.

2. Have you established your brand?

- ✓ Identify key aspects of your brand, such as your messaging and positioning, key audiences and differentiators.
- ✓ Have a tangible, sellable product or service—concepts, ideas or business plans alone are typically not enough to drive media interest.



Many PR firms offer services to develop differentiated and compelling corporate messages and supporting storylines, often as the first phase of a broader program.



3. Do you have the personnel?

- ✓ Have at least one person in your company that can serve as a day-to-day point of contact or has the skill set and expertise to manage it directly.
- ✓ At least one executive must be prepared to carve out time to talk to the media, offer subject matter expertise and engage with influencers, often on a tight turnaround.



A company's ability to invest time into PR efforts is often a bigger barrier to PR success than financial resources.

4. Do you have an adequate budget?

- ✓ In order to determine how many hours of work you'll receive from the agency, a budget must first be set, typically a monthly retainer over the course of 6-12 months.
- ✓ Expect the unexpected—in addition to a PR agency or in-house staff, successful programs also require investments in things like press release distribution, content design and travel costs.



Developing and measuring against specific, measurable PR metrics can help show the value of the investment over time.

Brought to you by:



version 2.0
communications

www.v2comms.com
[@v2comms](https://twitter.com/v2comms)