



SET YOUR PR TEAM UP FOR SUCCESS

2022 PLANNING BEST PRACTICES

PR planning can be a grind, and even the best plan can end up on a shelf before the year has barely begun. Or worse, not even get out of the gate until the year is half over and now it's an H2 PR Plan! Yet effective planning is important for goal setting, metrics tracking and overall strategy and alignment. While an actual plan can take many different forms, how do you and your PR team get on the same page?

Voxus PR has created a hit list of PR planning best practices. Let's dive in.



#1

PLAN FOR PLANNING

The process can take weeks and even months to do properly. Try starting at the end of Q3 with a basic planning roadmap to guide the process. This may also allow for some of the additional planning costs to be absorbed across monthly budgets.

Red flag: No one on the PR team brings up planning by November 1.

#2

AGREE ON A FORMAT, PARAMETERS, AND DEPTH

Are you starting with last year's plan, or beginning fresh? What new areas should be included? What have you done on past plans that was particularly useful or a waste of time? However you approach it, be sure to agree on ground rules before you start defining outcomes.

Red flag: If the PR team just starts updating previous plans with no feedback on process or structure.

#3

START WITH THE PRODUCT/SERVICE ROADMAP

If your PR team doesn't have insight into your product roadmap, it makes it difficult to plan around milestones and "fill in the gaps" with other campaigns that will be needed to drive coverage goals.

Red flag: Your PR team focuses only on product news and doesn't look at other pillar moments (like major partnerships, industry events, etc.) driving business.



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#4

LOCK IN A SCOPE

There's nothing more frustrating than building a PR plan around an unrealistic scope (frankly it's a waste of time). Your team at least needs a baseline budget and a common understanding of what should/shouldn't be included to plan effectively. That said, consider asking for "blue sky" ideas about what the company is not doing, but should.

Red flag: If your PR team automatically assumes the new year means more of the same.

#5

INVEST TIME IN A BRAINSTORM

Your PR team needs to not only understand product initiatives, but also marketing and leadership goals. Schedule a brainstorm with these teams so PR can get a holistic view of company initiatives and the role PR can play.

Red flag: If your PR team says they can just rely on internal documents or PowerPoints for perspective, and they don't come to the table with creative ideas.

#6

PICK AN AGENCY TO LEAD

If working with global agencies, the planning process can be complex. Select one agency to take the lead, with other regions layering on with regional priorities.

Red flag: If no one wants to take the lead and help coordinate other regions.

#7

PLAN METRICS TOGETHER

There's a lot of uncertainty going into 2022. Work with your team to set realistic goals (even aspirational ones). Identify the priority metrics, whether that be specific coverage around key messages, or other thought leadership metrics like award wins, speaking or blog content.

Red flag: If your team is reluctant to set ambitious goals without providing context around their concerns.

#8

EVALUATE SUCCESS AND FAILURE

Part of the planning process is to review what's worked and what hasn't. This allows you to double-down on good tactics and identify new ones worth investing in. It's also a good idea to benchmark progress versus key competitors.

Red flag: If your PR team can't identify any failure metrics - run.

#9

OBJECTIVE VERSUS SUBJECTIVE GOALS

Metrics are important, but identifying subjective goals is also valuable for PR program success. This might include a shift in brand message or traction into a new vertical market. Regardless, make sure your team understands these subjective priorities so they can suggest tactics to support them.

Red flag: If your PR team wants to focus only on measuring raw coverage numbers. There ARE ways to measure subjective goals with hard statistics (for instance with message pick-up, etc.).

#10

DON'T MAKE THE PLAN SHELFWARE

Too often plans are created and then shelved. Work with your team to review goals against the annual plan quarterly. Align tracking/reporting documents to the plan - from section headers to metrics - to keep objectives front and center. The more the plan is top of mind, the easier it is to pivot when things go off the rails - or better yet, invest more heavily in tactics that are producing results.

Red flag: If it's Q2 and the plan is on the shelf.



If you'd like to talk more about 2022 PR planning, or just PR tactics in general, [click here to schedule a quick call.](#)