

# **(Template Compliments of PRSA IPA)**

YOUR COMPANY HERE



**Public Relations Proposal**

**Date (+ any expiration date)**

**Name(s): Contact Information**

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## About (YOUR COMPANY)

1. One paragraph about your agency positioning and staff
2. One paragraph about what sets you apart / why a good fit for prospect
  - o Promote your key strengths and experience that supports alignment between you and prospect/industry.
  - o If you are a virtual agency promote the benefits of doing business with a senior PR pro with low overhead
3. Link to your website and bio and/or team bios.

## (Name of Prospect) Situation Analysis

*\*\*\*This template assumes that you've already had a verbal discussion with the prospect, asked key questions, understand their needs. In this section you summarize what you heard in order to build PR recommendations on stated needs (i.e. message playback.)*

- Start with demonstrating knowledge about the industry they are in and any trends / opportunities that should be important to your prospect.
- Move on to a brief statement of your understanding of the prospect and products/services.
- Next tie these to market data, perceived strengths/weaknesses of prospect with a focus on the opportunities that you see, and why that's important.
- Make the case why you/your agency is best prepared to offer assistance.
- Book-end your industry knowledge with a discussion about their messaging & positioning, describe goals of messaging refinement and the goals of your overall PR program that address the current situation.
- Close with a description of what your proposal includes. (For example) "This proposal presents a full range of public relations strategies and tactics that can be tailored to interact and build upon each other to overcome challenges and best meet PROSPECT'S public relations goals. From a brief initial discussion, the PROSPECT PR goals appear to be (Examples include):
  1. Raise corporate and product visibility in US resulting in more RFP invitations;
  2. Inclusion in all relevant analyst reports, specifically ....
  3. Build on the existing awareness of Company products through numerous media relations tactics with an emphasis on the product review program and case study development;
  4. Leverage visibility with developers via a well-balance developer relations program that includes blogs, specific community offers, and technical articles.
  5. Plan and execute thought leadership program for CEO

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## **PR Program Elements Should Include:**

This section should include the key program recommendations for this specific prospect. Examples include:

### **1. A consistent and well-executed analyst relations program**

- a. Your explanation on why this program is vital to your prospect
- b. Key relationships you already have established in prospect market area listed by analyst firm, name and practice area.

### **2. An aggressive media relations effort**

- a. What this will consist of, how it will support other areas in the program and specifics on why it's important.
- b. Outline your approach and planned focus (B2B, B2C, combination, etc.) and high level reasoning behind the recommendations you're making.
- c. List established relationships with media by media title only but cite coverage area of editors in broad brush to tie in to industry/product. OK to be as many as 50 in 3 column format but not necessary to have that many. You can list a "Top 10" or "CEO Hit List" recommendation.

- **Press Releases**
- **Product Reviews and Awards**
- **Customer Testimonials & Case Studies**
- **Developer Relations**
- **Tradeshows & User Groups**
- **CEO Thought Leadership Program**
- **Media Success Measurement**

## **PR INITIATIVE PRICING**

Here you articulate how much it will cost and how you will invoice. Are you billing time/expenses where you estimate how much time will be spent each month based on known projects (like an upcoming trade show) or monthly retainer + overhead?

This is what prospects look for first so make sure it's clear and straight forward. Potential clients truly value transparency – they are asked to be more transparent and they appreciate that greatly in their vendors and contractors. And, making it clear and concise will make them want to read what they get for that ... but that IS what they look for first once it's received.

## **YOUR UNABASHED PITCH ON "WHY YOU"**

Here's where you restate and add to why you're a great fit, why your business approach is best for them and how much you look forward to working with them to develop their program.

- Provide them insight into your management processes (when and how often will you meet, how often will you report and on what? When do you invoice, what are the terms, what back up do you provide?)
- Tell them why you do business this way and how it benefits them

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- Don't forget to thank them for the opportunity and invite them to contact you with questions and/or a personal meeting.

We'll be happy to answer any questions you may have about this proposal and would welcome an opportunity to meet in person.

Kind regards,

YOUR CONTACT INFORMATION REPEATED HERE