**Steps for writing Public Relations plan**

These Steps for writing a public relations plan will give you the framework to assess any public relations situation – even if you are faced with a case study from an industry with which you aren’t familiar.

**PR PROCESS 1 : Research Required**

* Consumer profiles
* Surveys
* Focus groups

**PR PROCESSS 2 : Planning**

**Step 1: Goals**.

* EXAMPLE: Make Uber The Taxi service of choice

**Step 2: Target Audiences or Publics**

* The groups or sub-groups with whom you need to communicate (both talk and listen.)
* Who needs to know or understand?
* Who needs to be involved?
* Whose advice or support do we need?
* Who will be affected?

Examples: Media, Consumers, Other Tax Services

**Step 3: Objectives for Those Audiences**

Example

Introduce Service

Create awareness

Create Excitement

**Step 4: Strategies**

* Strategies: The road map or approach to reach objectives.

EXAMPLE: Demonstrate that riding public transportation is an attractive, affordable alternative to driving.

* Introduce service through event sponsorship
* Create excitement with online contests
* Create awareness through shares and promos

**Tactics**

* The specific activities conducted to implement strategies of a program.
* How you will use your resources to carry out your strategy and work toward your objectives.

EXAMPLES: Meetings, publications, news releases, websites, billboards.

**Activities**

* Include specific activities required under your tactics to carry out strategies.
* Informal plans often jump from objectives to activities.
* Vehicles or channels you will use to communicate are listed here.

**Budgeting**

* Sponsorships
* Promotion
* Outdoor advertisement
* Online + Blog Design
* Administrative Miscellaneous

**PR PROCESSS 3 : Implementation**

* Actual messages sent through channels.
* Monitoring tools for performance

**PR PROCESSS 4 : Evaluation**

* Measure effectiveness of the program against objectives.
* Identify ways to improve and recommendations for the future.
* Adjust the plan, materials, etc., going forward.