

EVALUATE YOUR PUBLIC RELATIONS PLANS BEFORE YOU START

- Are your results genuinely interesting and newsworthy?
And if so, for whom?
- Do you have a story?
Many journalists are uninterested in scientific data or research results, they want a good story with a dazzling headline.
- Do you have the budget?
Ascertain the costs of a PR campaign before you start.
(Achieving a high profile in any media is expensive.)
- Do you have public relations people who know how to handle the press?

If you cannot meet all the above criteria, consider spending your money on other elements of the marketing mix.