**Prepared for:**

[Client First Name] [Client Last Name]

[Client Company]​

**Created by:**

[Sender First Name][Sender Last Name]

[Sender Company]

## EXECUTIVE SUMMARY

As requested by [Signer Company], the following public relations proposal has been devised in order to successfully promote and maintain a PR strategy for [Signer Company].

The Executive Summary contains an overall summary of the plan you will set forth below. It should therefore be completed last, and should be a concise yet striking introduction to the proposal.

## SITUATION ANALYSIS

Following extensive research and analysis, the circumstances and situation affecting [Signer Company] appear to be as follows:

Following extensive research and analysis, the circumstances and situation affecting [Signer Company] appear to be as follows:

The attitudes of consumers towards Client Company or product indicate that …

Compared to leading competitors [Signer Company] is performing strongly in the following areas

Some of the weaknesses of [Signer Company] seem to be ….

## GOALS

In conjunction with [Signer Company] the following goals have been set forth with regards to public relations:

## OBJECTIVES

|  |  |
| --- | --- |
|  | Reason  Benefits  Measurement |
|  | Reason  Benefits  Measurement |

TARGET AUDIENCE

In the Target Audience section, you will discuss the demographic you will target through this public relations plan. Many professionals suggest being extremely specific in this section, identifying the exact type of individual your PR will be geared towards, down to age, sex, geographic location, likes, dislikes, habits, etc. This can be a useful element in creating a strong PR campaign.

## TARGET MEDIA

As public relations deal directly with media outlets, this section should address what media sources you will target. This section will especially be useful if your PR proposal is targeting a new audience or looking to grow the brand. You can list new types of media to be reached, including specific websites, news sources, journals, etc.

## MARKETING CONCEPT/KEY MESSAGES

Depending on the needs of the proposal and the needs of the client, this section may vary. If the public relations team is also responsible for generating marketing concepts, this area can detail those ideas and how they will be used. If the client already has an existing marketing concept, this section can simply explain how the PR plan will maintain and continue to promote that concept, perhaps including fresh new approaches to the idea.

## STRATEGIES AND TACTICS

This is a large section of the public relations proposal, as here is where you will list and detail the specific strategies and tactics your plan will involve.

a) Media Outreach

b) Press Releases

c) Editorials

d) Events

e) Speaking Opportunities

f) Social Media

g) Crisis Planning

## TIMELINE

The Timeline section should outline the time period addressed in this PR proposal and contain all important relevant dates. This would be an excellent place to include a chart or calendar detailing the above-mentioned tactics.

## BUDGET

This section will handle the budget needed for the included public relations plan. If the plan includes a flat fee, put that here, or if pricing is per item, proposed budget should be detailed and include pricing for each specific item.

## MEASUREMENTS

In this section, you can describe how the success of the public relations proposal will be measured. You can include a timeframe for assessing the plan throughout the year. Show what elements or results will be necessary to indicate the success or failure the plan, and how these will be addressed.

## ACCEPTANCE

Your signature below indicates acceptance of this public relations proposal and entrance into a contractual agreement with [Sender Company].

|  |  |
| --- | --- |
| [Client Company] | [Sender Company] |