

# Key steps to executing A HIGH PERFORMING PUBLIC RELATIONS PLAN

**Who** do you want your message to go to? What are the key demographics, where does your audience spend its time? What messages resonate with your defined audience?

**What** action do you want your audience to take; every message must contain a relevant call to action which directly pertains to your overall objectives

**Plug** all gaps in your strategy on an ongoing basis, figure out what is working and redirect resources to that work stream. Implement different tactics for the streams that are not working

**Take** baby steps towards putting together the plan and executing it, you can solve the puzzle piece by piece and start getting results



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# Strategic Planning For Public Relations

**James E. Grunig, David M. Dozier**



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