

THE STRAIGHT UP PR WAY!



StraightUp  
PR

# The Straight Up PR Playbook

Eight rules for a  
successful PR Campaign

STRAIGHTUPPR.COM.AU

# Introduction

In this eBook, we'll let you in on a few tricks of the trade as we take you through the eight rules for a successful PR campaign – the Straight Up PR way!

At Straight Up PR, our mission is to spread trusted health messages to all of Australia. Over the past 10 years, we have worked with leading brands in the health, wellness and better-for-you space, including the likes of Pic's Peanut Butter, Whittaker's, Lo Bros, Chia Sisters, DARI'S, Vegepod, alive body, Freedom Foods, The Fred Hollows Foundation and countless more.

Working with clients of all sizes and budgets, our goal is to make PR accessible to as many better-for-you brands as possible and together, we can build a healthier Australia.



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# Rule 1

## Know Your Audience



The number one foundation for a successful PR Campaign is knowing your audience. That is, the person or group of people you are trying to reach with your message. The importance of this cannot be overstated, as understanding exactly who your audience/customer is will help you to craft your brand message and determine the best PR tactics to get your product/service in front of the right people.

### **AS A BUSINESS OWNER OR BRAND MANAGER, START BY ASKING YOURSELF THE FOLLOWING QUESTIONS:**

- Who is my audience?
- What are their interests?
- What do they like to do on the weekend?
- How do they use social media?
- How do they shop? Online vs in store.
- What do they read/watch/listen to?



Knowing your customer – their interests, needs and pain points – will not only help you to tailor your messaging, but it will also help determine where to focus your PR efforts e.g., working with Influencers on social media, vs a more traditional Print / Broadcast Media strategy.

Without a clear understanding of your audience, your PR campaign runs the risk of being irrelevant or ineffective, as your message may not connect with the people you are reaching.

# Rule 2

## Determine Your Campaign Goals and Objectives

Before executing a PR campaign for your brand/business, it is important to determine your goals and objectives.

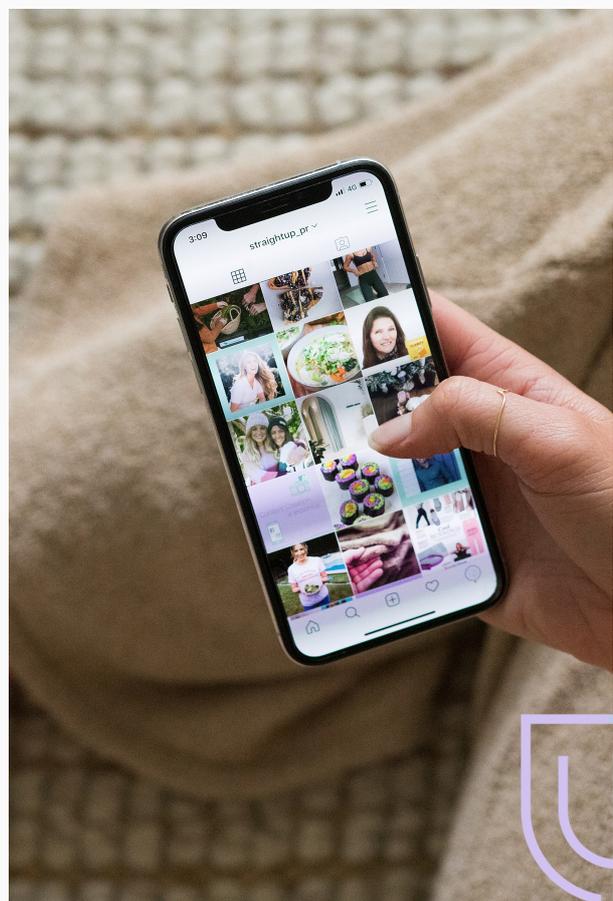
### ASK YOURSELF:

WHAT DOES A SUCCESSFUL PR CAMPAIGN LOOK LIKE, AND WHAT AM I HOPING TO ACHIEVE?

If you don't know where to start, we've shared a list of common goals that business owners hope to achieve through PR:

- **Building brand awareness** and increasing brand visibility through Media, Influencer Relations and Brand Collaborations
- Establishing / increasing **credibility** in a particular field, and being perceived as a voice of authority in the area you're specialising in
- Driving **sales** by educating your target audience about your product/service
- **Changing perceptions** i.e., shifting attitudes or opinions about your brand / product to improve reputation amongst your target audience
- **Influencing Behaviour** – motivating the target audience to take a specific action e.g., adopt a healthy lifestyle or support a social cause

Setting goals and objectives is an important step as it gives you direction and focus, as well as providing a framework to evaluate the overall success of your campaign.



# Rule 3

## Understanding PR Tactics

There are five main PR tactics we use at Straight Up PR to execute successful campaigns. Each tactic serves a specific purpose and can be tailored to the unique needs and objectives of a brand or campaign:

1. Media Relations
2. Influencer Partnerships
3. Brand Collaborations
4. Events / Activations
5. Creative Mailers

### 01

#### MEDIA RELATIONS

Media Relations entails building relationships with Journalists to secure media coverage for a brand. This tactic can be highly effective in creating awareness and building credibility for a brand. It's important to research publications that cover the industry or topic relevant to the brand and target them with a tailored pitch – more on this later! Learn about one of our killer Media Relations campaigns for our client, Buddee, [here](#).



### 02

#### INFLUENCER PARTNERSHIPS

Establishing relationships with Influencers to promote a brand or product to their audience is effective because it allows brands to tap into the Influencer's audience. This can lead to increased brand awareness. When working with Influencers, always ensure their audience aligns with the brand's target demographic, and that they have an authentic and engaged following. Hot tip: always request insights! We executed a Paid ,kk'm'and Unpaid Influencer Relations campaign for our client, Euky Bear, with impressive results – read about it [here](#).

# 03

## BRAND COLLABORATIONS

Brand Collaborations involve partnering with other like-minded brands to create mutually beneficial promotions / events / activations. This tactic can be powerful as it allows brands to leverage each other's audience and reach a broader demographic. When considering brand collaborations, it's important to find partners whose values and target audience align to ensure a successful partnership. Learn about how Brand Collaborations played a major role in the launch of Whittaker's Blondie in Australia, [here](#).



# 04

## EVENTS OR ACTIVATIONS

Hosting, or participating in Events, is an impactful way to showcase a brand or product to a select and targeted audience. This helps to create an engaging and memorable experience for attendees, strengthening personal relationships with Media and Influencers. Key considerations include identifying the appropriate event style, location, and guest list to guarantee that the brand is reaching the desired demographic. Read about the epic launch Event we hosted for our client, al.live body [here](#).



# 05

## CREATIVE MAILERS

Creative Mailers, a term coined by Straight Up PR, involves sending out branded/themed packages to Media, Influencers and other KOLs in a way that is memorable and that sparks action. This helps to create buzz and generate social media shares, in a way that traditional PR send-outs don't. Always consider the packaging – sourcing sustainable packaging where possible – and ensure all elements of the mailer align with the overarching campaign objects. We brought to life a knock-out Creative Mailer for our client, Lo Bros, across both Australia and New Zealand. Learn about this campaign and the results [here](#).



Determining the most relevant mix of PR tactics will depend on the specific goals and target audience of the campaign. It is important to carefully evaluate each tactic and consider which are most likely to achieve the desired outcomes for the brand.

# Rule 4

## Get Clear On Your Messaging

An often-underestimated step to executing a successful PR campaign, is crafting internal, strategic materials.

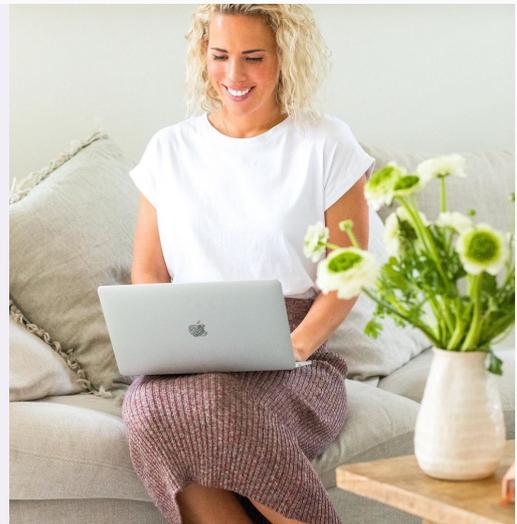
Internal Strategic Materials refer to a series of documents that help you to get clear on your messaging, before pitching to Media, Influencers or Brands. The documents you'll need include:

### 01

#### A KEY MESSAGES DOCUMENT

This is a one-two page document that outlines the most important information anyone would need to know about your product / service. It should be clear and concise, with a strong call-to-action. Here is an example of a call-to-action:

FOR MORE INFORMATION ON STRAIGHT UP PR AND HOW OUR SERVICES CAN HELP GROW YOUR BRAND, VISIT [STRAIGHTUPPR.COM.AU](http://STRAIGHTUPPR.COM.AU) OR EMAIL US AT [HANNAH@STRAIGHTUPPR.COM.AU](mailto:HANNAH@STRAIGHTUPPR.COM.AU)



### 02

#### A STORY BANK OF ANGLES

This document includes a list of angles that you will be pitching to Media – essentially, the headlines. This should incorporate all types of Media e.g., business publications and titles/podcasts that are relevant to your niche.

LET'S TAKE A NUTRITIONIST SPECIALISING IN GUT HEALTH AS AN EXAMPLE. A STORY ANGLE MAY INCLUDE: **6 SIGNS YOUR GUT HEALTH IS OUT OF WHACK – A NUTRITIONIST WEIGHS IN.**



# 03

## MEDIA / INFLUENCER / BRAND LISTS

- Before outreaching, we recommend compiling a 'wishlist' of contacts and compile as many contact details as you can. A great resource for Media contacts is Social Diary. Social Diary is an online platform / newsletter that provides up-to-date information about journalists, reporters and podcast hosts, as well as product call outs and collaboration opportunities.
- When compiling Media lists, it is important to think about the type of publication your story is most relevant for e.g., Trade vs Consumer. If your story is very specific, e.g., a new ingredient used in a line of skincare, that story would be suited to Beauty Trade titles. If your story is more general i.e., a breakthrough in skincare that has anti-ageing properties, that story would be relevant for consumer Media – Australian Women's Weekly, for example.
- Influencers often include their email in their Instagram Bio, which is the easiest way to find and collate contact details. Sometimes, Influencers prefer to be contacted directly through social media, so don't be afraid to slide into their DMs.
- Compiling Brand Lists may involve a little bit more investigation to find the most suitable contact. Some brands will include their marketing manager's details in their Instagram Bio, whereas others might direct straight to a customer service email. The best way to ensure you're speaking to the right person is to get your LinkedIn stalk on. For a small business, go straight to the owner/Founder. For a more established business, the marketing manager is usually your best bet.



AS A PR AGENCY SPECIALISING IN BETTER-FOR-YOU BRANDS, OUR GO-TO MEDIA PUBLICATIONS INCLUDE THE LIKES OF WOMEN'S HEALTH, BODY+SOUL, YAHOO LIFESTYLE, WOMAN'S DAY, WHO MAGAZINE AND MAMAMIA, AS WELL AS PODCASTS SUCH AS HEALTHY-ISH, HEALTHY HER AND UNINTERRUPTED BY WOMEN'S HEALTH. BROADCAST MEDIA IS STILL A POWERFUL MEDIUM TO REACH A BROAD AUDIENCE AND WE'VE SECURED COUNTLESS TV FEATURES FOR OUR CLIENTS ON THE LIKES OF THE MORNING SHOW, SUNRISE, THE PROJECT AND STUDIO 10.

Other Media materials that you'll need throughout your campaign include:

- [A Founder / Spokesperson Bio](#) – a one-page document with a headshot that details your experience / background
- [A Media Release](#) – please get in touch with us if you need assistance compiling a Media Release for your business/brand. A Media Release will be required when there is something 'new' to share for example a new product launch or a new service offering

# Rule 5

## Expand Your Network and Build Relationships



**IF YOU'RE WONDERING WHERE TO START, TRY SENDING A DM TO AN INFLUENCER YOU FOLLOW OR SENDING AN EMAIL TO A JOURNALIST YOU ADMIRE AND ASK THEM TO COFFEE. IT MIGHT FEEL AWKWARD, BUT REMEMBER THEY'RE ALSO IN THE INDUSTRY OF RELATIONSHIPS, SO YOU'LL BE SURPRISED BY HOW MANY PEOPLE TAKE YOU UP ON THE OFFER.**

Building relationships and networking with Media and Influencers is critical to the success of any PR campaign. Relationships are the very core of PR.

Media and Influencers have a significant impact on shaping public opinion and driving engagement, making it essential for brands to establish and maintain positive relationships with them.

By fostering relationships with Journalists and Influencers in the relevant industry, brands can increase their chances of securing (unpaid) media coverage. Journalists receive an overwhelming number of pitches, and having an existing relationship can help cut through the clutter.

Similarly, Influencers have become an increasingly important part of many PR campaigns, particularly when targeting younger audiences. These individuals have a significant social media following and can be instrumental in promoting a brand or product to their audience. By establishing personal relationships with Influencers, brands can leverage their reach to secure more impactful collaborations.

In addition to securing Media coverage and Influencer partnerships, building relationships with key opinion leaders (KOLs) can also help in crisis management situations. Having a network of Media and Influencer contacts can be critical in addressing negative publicity, as they may be more likely to provide balanced coverage or even support the brand during difficult times.

# Rule 6

## Craft a Killer Pitch

Crafting a killer pitch is a critical step in securing Media coverage for your brand.

A pitch is a brief summary of a story idea or news angle that is sent to journalists or editors in the hope of securing Media coverage – this is where the Story Bank of Angles you've compiled will come in handy.

Here are some tips on how to craft a strong pitch:

### 01 START WITH A STRONG HOOK:

The first few sentences of your pitch should grab the attention of the journalist and make them want to keep reading. A strong hook can be a surprising statistic, a unique angle, or a timely news hook.

### 02 PERSONALISE THE PITCH:

Do your research on the journalist or publication you are pitching to and tailor your pitch to their interests and audience. This shows that you have done your homework and increases the chances of your pitch being accepted.

### 03 KEEP IT CONCISE:

Journalists are busy and receive hundreds of pitches every day, so it's important to keep your pitch short, sharp and to the point. Aim for no more than two-three paragraphs.



### 04 HIGHLIGHT THE NEWS VALUE:

A good pitch should have a clear news value or angle. This could be a new product launch, a trend or innovation in the industry, research results or a unique story that will interest the journalist's audience.

### 05 PROVIDE SUPPORTING INFORMATION:

In addition to the pitch, provide supporting information such as product samples, images, or expert quotes to help the journalist write their story.

### 06 FOLLOW UP:

Don't be afraid to follow up with the journalist a few days after sending your pitch. A friendly email, DM or phone call can help to remind them of your story idea and increase the chances of your pitch being accepted.

# Rule 7

## Understanding Agreements

Compiling Influencer or Brand Agreements is an essential aspect of working with brands and Influencers. Agreements help to clarify deliverables, establish timelines, set fees and budgets, create a mood board, and ensure mutual agreement.

Here are some key things to consider / include when compiling an Influencer or Brand Agreement:

- 01 Clarify deliverables:** Agreements outline the deliverables that are expected from both parties. This can include things like the number of social media posts, the type of content to be created, key messages to be included and the expected reach or engagement. Having a clear understanding of deliverables helps to ensure that both parties are aligned and working towards the same goals.
- 02 Establish timelines:** Agreements should outline the timelines for the collaboration. This includes when content is due, when it will be published, and when payment is expected. Establishing timelines helps to ensure that the campaign runs smoothly and that deadlines are met.
- 03 Set fees and budgets:** For paid collaborations, agreements should outline the agreed upon fee and budget. This helps to avoid any misunderstandings or miscommunications about payment.
- 04 Create a mood board:** In some cases, it may be helpful to create a mood board to help both parties visualise the content and aesthetic of the collaboration. This can help to ensure that the content is on-brand and aligned with the expectations of both parties.
- 05 Ensure mutual agreement:** Finally, agreements need to be signed by both parties. This helps to avoid any disputes or misunderstandings later on.



**AS A BRAND MANAGER & PR PROFESSIONAL, YOU'RE NOT EXPECTED TO COMPILE A COMPLEX LEGAL DOCUMENT - THE PURPOSE OF THE AGREEMENT IS TO ENSURE BOTH PARTIES ARE ALIGNED BEFORE THE COLLABORATION IS CARRIED OUT.**



# Rule 8

## Monitor and Measure the Success of Your PR Campaign

Monitoring and measuring the success of a PR campaign is a crucial final piece of the puzzle. Measuring the success of a campaign involves assessing the effectiveness of the campaign and evaluating whether the desired outcomes have been achieved. There are many different metrics that can be used, and these can vary depending on the goals of the campaign.

One of the most important metrics to consider is the total opportunities to see or 'reach'. This refers to the number of people who have had the opportunity to see or hear the message of the campaign. This can be determined by analysing the number of views or impressions that the campaign has generated across various mediums. Note – always feel free to ask journalists for the select publications Media Kit so you can get a better understanding of their reach / demographic.



### **OTHER KEY METRICS TO CONSIDER WHEN ANALYSING THE OVERALL SUCCESS OF A CAMPAIGN INCLUDE:**

1. Audience alignment
2. Website link inclusion (for digital coverage)
3. Image inclusion
4. Social Media share / tag
5. Call-to-Action included
6. Spokesperson mention
7. Key Messages included

These metrics help to evaluate the effectiveness of the campaign and can be used to identify areas for improvement or further refinement for future PR activity.

We recommend compiling an excel spreadsheet to track all activity throughout your PR campaign, taking note of these key metrics. This will make it much easier to look at your campaign through an analytical lens and work out what went well as well as opportunities you wouldn't explore again.

# We're here to help

We can support you with 1:1 PR Coaching, or we can run a campaign for you - we're here to help!

If you're ready to take the plunge and elevate your brand and business with PR, please get in touch with us via email:

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