

PR AGENCY PITCH BRIEF

Insights about your company

Detail insightful corporate information about the company and its PR stakeholders.

Rule of thumb:

- *Focus on information that is not public yet, as agencies have monitoring tools.*

PR challenges

Describe your current challenges and pain points that the agency should focus on.

Rule of thumb:

- *Do not exceed more than 3 pain points in order to focus PR efforts.*

What the PR pitch is about

Detail the subject of the pitch and why it is important for the company.

Rule of thumb:

- *Start with the big "Why", or the strategic rationale.*

Objectives

Setting SMART objectives is key to a successful collaboration.

Rule of thumb:

- *Set a primary goal, followed by a maximum of 2 secondary goals.*
- *Set quantitative goals only for activities where you own historical data.*

Budget & Deliverables

Explain clearly what should include the pitching presentation and the total budget.

Rule of thumb:

- *Share PR references in order to set the right expectation for agency's deliverables.*

Evaluation Grid (judging criteria)

Detail who will judge the pitch presentations and how the scoring will be calculated.

Rules of thumb:

- *List 5 to 10 criteria.*
- *Avoid qualitative KPIs and subjectivity.*

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