

PR Strategy Builder

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a PR strategy — narrative, target media, story angles, spokespeople, cadence and measurement — to earn coverage and build reputation. Use it to plan PR. For a specific announcement use the Press Release Writer.

Purpose of this tool & output

Plan earned-media and reputation building

How the output is used

Use it to plan earned-media and reputation building — a PR strategy across story angles, media and spokespeople.

Important cautions

Earned media is not guaranteed; relationships and news value drive it.

Companion documents

- Press Release Writer
- Media Pitch Writer
- Media List Planner
- Crisis Communications Plan
- Thought Leadership Content
- Award Entry Writer

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.