

# 9 Steps to Create Effective PR Campaigns:



#1 Set a Clear Goal #2 Choose the Target Audience #3 Come up with the Campaign's Idea

#4 Spy on your Competitors

#5 Select the Best Channels #6 Ask for Early Feedback

Run Your PR Campaign #8 Do some Follow-Up

#9 Measure the Results



# **Effective Pr Management**

Erica Weintraub Austin,Bruce E Pinkleton



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