

How to create a PR plan



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How to create a PR plan for successful marketing

Digital developments and innovative PR platforms are creating opportunities for even small businesses to get their message heard. In our latest guide, *How to create a PR plan*, we look at how you can work smart with limited internal resources and still succeed with your marketing.

Regardless of your company size or marketing budget, PR is an essential building block for creating loyal relationships with your target audience. The rise of digital channels and social media has given all businesses better opportunities to create awareness. At the same time, more stakeholders than ever want to be heard. Our latest guide, *How to create a PR plan*, gives you

concrete suggestions on how to create a PR plan that reaches your target audience.

The guide includes:

- The five questions you need to ask yourself to build a foundation for your PR
- How the lines between different marketing channels are blurring and what that means for your business
- An exploration of the ways that PR can be brought in-house and mixed with other communications efforts

[Click here to download the guide!](#)

Mynewsdesk is the Nordic region's leading platform for digital PR and communication, with about 5,000 customers and 77,000 users. The cloud-based service includes media monitoring, news distribution, and PR analytics. The company was founded in 2003 in Stockholm. Since 2008, Mynewsdesk is a part of the Norwegian media group NHST Media Group AS.

Visit www.mynewsdesk.com for more information.

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