

PR PLAYBOOK

Prepared for: Your Company



Hayutin Creative
Marketing Communications

Goals & Objectives

Welcome to the PR Playbook!

This guide will serve as a resource for in-house marketing teams. Budgets are spread thin and marketing teams are juggling many tasks at once. This guide will explain the broad landscape of generating quality PR so your team can identify the efforts that are likely to have the most impact for your company.

The information in this guide was collected from years of experience working both sides of the media table. We hope the perspective we provide from both the journalist and PR vantage points will help you take your company's PR strategy to the next level.

Thank you for allowing us to partner with you!

Table of Contents

- 4... Publications to Monitor
- 5... Reporters and their Specialties
- 6... Where to Send Your Pitches and Press Releases
- 10... Building Relationships: Creative Ways to Approach Reporters
- 11... Secrets for Better Pitches
- 14... Embargoes and Pre-Releases
- 15... Social Media Suggestions
- 16... Cultivating Your In-House Thought Leaders
- 18... Hitching Your Wagon: Taking Advantage of Free Opportunities