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Public Relations Questionnaire

With the wealth of PR tools available on the Internet today and the advent of Social Media, there has never been a more exciting opportunity for small business. The old marketing and public relations models built on outbound messages that are pushed at your target audience in a one-way manner meant to influence customers are dead, or at least severely wounded.

Many of our small business clients have never developed marketing tools, branding techniques, and public relations strategies previously only available to larger organizations and corporations spending millions on these disciplines. The revolution in social media over the last few years has at last leveled the playing field.

Use this questionnaire to layout your company's experiences with public relations. Don't be disappointed if you don't have answers for some questions or your experience is very thin in some areas. That's what this questionnaire will help you assess. The good news is that our PR focus is helping small businesses like yours leverage social media and other Web-based PR tools to enhance your overall marketing effort. This will help make your marketing more effective and increase your return on investment (ROI). Let's begin.

1.) Does your company market/sell B2B or B2C?

2.) Which best describes where you market/sell your products or services?

- local community or city
- regionally
- nationally
- globally

3.) Which of the following have you used in the past? Check the boxes that apply.

- Advertising Agency
- Marketing Consultant
- Web Design/Web Marketing Consultant
- Public Relations Agency
- Other (explain) _____

4.) What means do you use to promote your company? (Check all that apply)

- Print Advertising TV ads Radio ads
- Trade Shows Publicity Direct Mail Coupons
- Promotions Speeches Contests Networking Events
- Coupons Networking Events
- Company Blog Banner Ads Newsletter
- Other_____

Which medium brought the best results?

5.) Describe your company in 3-5 words.

6.) List 3-5 words or phrases that your customers might use to describe your company.

- 7.) What is the primary message you want to convey to prospects and customers?
- 8.) How well is your company known or regarded in your community, industry? In comparison to your competitors?
- 9.) Are your logo, tagline, and company colors used in a consistent, standard format across all media?
- 10.) Who writes, edits, distributes your current business communications?
- 11.) Is it effective? Does it appear professional? Is it composed with your overall marketing goals in mind?
- 12.) Prioritize your social media goals with 1 being the highest.
- Sell more
 - Shape brand awareness, image
 - Customer service
 - Customer loyalty
 - other
- 13.) If you begin using social media channels such as Facebook, Twitter, SlideShare, You Tube, etc... Who will set up these accounts and upload your content on a regular basis?
- 14.) Is this person compensated for their time? Will this be a part of their regular duties during office hours?

Summary:

Once you complete the questionnaire, supply a copy to us and we will discuss it with you during your initial Discovery meeting to form the basis of your Public Relations Strategy. We can develop a PR plan that complements your brand and supports your overall marketing plan.

Please call Hallaron PR for an initial discovery meeting to learn how social media can enhance your marketing plan.

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