

# PR planning overview.

PR strategy development process



# PR planning audience profile

High-level overview **template**

## DEMOGRAPHICS

Age, location, gender etc.

## PAIN POINTS

Specific problem that need solving.

## INTERESTS

Hobbies, activities they like etc.

## INFLUENCERS

Who could influence the decision?

## ASPIRATIONS

What are they looking to achieve?

## CHANNELS

Paid, earned, owned or shared media.

