

## Sample PR Timetable from TheAnswer

[www.theansweruk.com](http://www.theansweruk.com)

Month	Example activities	Person responsible	Completion date	Publication date
	Approach specific local newspapers and other regional press with news release or interview offer about plans for 2016			
	Approach key blogger with opportunity to review your product			
	Identify relevant award opportunity and enter your product, company or staff member			
	Look at planned features in key target press and create bespoke email offering an article, case study or interview about that topic			
	Create a newsletter to go out on a regular basis (eg quarterly) to existing clients and prospects (or revamp existing newsletter)			
	Write and distribute news release about 'hard news' such as a new product launch, new customer, office move, new staff member			
	Review your website and consider enhancements such including up-to-date testimonials or case studies			
	Ensure your company and/or staff are present and active on the social media most relevant to your business. Eg LinkedIn, Twitter, Facebook...			
	Have a good stock of photographs which illustrate your company, products and staff. Consider hosting them on your website in a press area as well as using them in all other communications such as those above			
	Identify networking opportunities and hone down to the one or two most relevant and ensure regular attendance for at least a year in order to make solid connections			
	Consider running an event, webinar or seminar. This could be for existing clients, for prospects or for clients.			
	Investigate external speaker slots where a staff member could talk about (eg) challenges your customers are facing and steps they could take to overcome them			