



PR Firm Selection – The Interview

Your Goals

What are your PR goals? _____

Are these goals measurable? If so what is the criteria of success? _____

What is your pitching story? Is it simple, unique and relevant? _____

Your Ideal Agency

What type of agency would you like to work with? Big or Small? Tech-savvy or Traditional? _____

What skills set should the agency have? How relevant is industry experience in your business? _____

What type of agencies are your competitors using? How about local businesses of your size? _____

Your PR Budget

What's your overall budget? Make sure your PR project runs at least 6 months with a budget large enough to do damage. _____

Your Shortlist

Based on the answers above cherry-pick 5 PR agencies to short list for evaluation.

Firm #1 _____ Firm #2 _____

Firm #3 _____ Firm #4 _____

Firm #5 _____



PR Firm Evaluation – The Checklist

	(Firm #1)	(Firm #2)	(Firm #3)	(Firm #4)	(Firm #5)
PR Experience					
How long is the firms overall PR track record?					
Does it have any industry related experience? Has the firm worked with any of your partners or competitors?					
Is the firm’s experience current or outdated?					
Does the firm have relevant customer references?					
Team Work and Collaboration					
Does the firm have chemistry with your team?					
Does the firm bring any new skill sets?					
How much hand-holding does the firm need?					
Service and Performance					
Does the firm provide you with cookie cutter PR or custom develop creative ideas for you?					
Is there any passion towards your business or only your budget?					
What is their level of professionalism? Is the firm responsive to your needs?					
Overall Grade					
What are the Strengths of this firm? (ex. Twitter, Social Media Relations, Trade show experts, Industry rolodex, experience with your competitors, etc.)					
What do you see as a Weakness? (ex. Expensive, unresponsive, revenue focused, cookie-cutter ideas, low performance, needs hand-holding, needs frequent in person meetings, etc.)					
Rank Agency (1 to 5)					