

PR-MARKETING INTEGRATION CHECKLIST



Do you want to know how to integrate your PR and marketing teams?
Here's a checklist to get this done effectively.

1

ALIGN GOALS AND OBJECTIVES

- Define clear, shared goals for PR and marketing (e.g., brand awareness, lead generation)
- Ensure both teams understand and agree on key performance indicators (KPIs).
- Identify overlapping objectives where PR can support marketing campaigns and vice versa.

2

AUDIENCE AND MESSAGING CONSISTENCY

- Establish a unified brand voice and messaging guidelines.
- Share customer personas and target audience insights across teams
- Tailor messages that resonate with your audience

3

CONTENT STRATEGY SYNCHRONIZATION

- Create a content calendar that includes both PR and marketing activities
- Coordinate PR story pitches and marketing campaigns to reinforce key themes
- Plan joint content, such as press releases, blogs, social media posts, etc

4

COLLABORATIVE CAMPAIGN PLANNING

- Integrate PR activities with marketing launches (e.g., product releases, events)
- Use PR to amplify marketing campaigns by securing media coverage and influencer partnerships
- Plan cross-promotions on social media, blending PR storytelling with marketing offers

PR-MARKETING INTEGRATION CHECKLIST (CONT.)



5

LEVERAGE MEDIA AND INFLUENCER RELATIONSHIPS

- Share media contacts and influencer lists between PR and marketing
- Develop mutually beneficial relationships with industry influencers and media
- Align influencer collaborations with PR goals and marketing for greater reach

6

CONSISTENT BRAND MONITORING

- Use media monitoring tools to track mentions, sentiment, and brand perception
- Monitor social media channels for brand mentions and customer feedback
- Analyze media coverage to assess how PR efforts impact marketing metrics and vice versa

7

MEASURE AND REPORT JOINT IMPACT

- Regularly review campaign analytics, including reach, engagement, and conversion rates
- Track shared KPIs, such as website traffic, brand mentions, social engagement, and leads
- Evaluate how PR successes, like positive media coverage, support marketing outcomes

8

CONTINUOUS FEEDBACK AND IMPROVEMENT

- Hold regular meetings to discuss ongoing campaigns and cross-functional opportunities
- Share insights from PR efforts that can inform marketing strategies (and vice versa)
- Refine tactics based on what works best, and seek opportunities for future collaboration