**c4n2 Agency**

**Company Press Questionnaire**

About **c4n2**

**A CUTTING-EDGE PUBLIC RELATIONS & BRANDING AGENCY HEADQUARTERED IN LOS ANGELES**

As an artist-friendly company, c4n2 is committed to helping businesses and individuals utilize maximum relevant resources to build their brand. Please think of us as creatives for creatives. We’ll enhance your cross-functional collaboration across relevant digital platforms and help you gain a larger audience.

Cut through the clutter with c4n2! Get in touch with our PR, social media, and digital marketing specialists in LA today!

## **Company Name:**

## **Company Background:**

## **Who is our main point of contact? Media Relations Contact:**

## **General Media Strategy/Goals:**

## **Who will serve as your company spokesperson, and do they need media training?**

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## **How many products may we request for editorial review? (Please answer if applicable ONLY)**

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## **Who is your existing customer, and who is your target customer?**

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## **Who are your main competitors, and what are their strengths and weaknesses against your brand?**

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## **Do you have any upcoming product launches or company announcements?**

## **Are there any brewing PR crisis issues on the horizon?**

## **How will you be measuring the success of our PR efforts?**

## **Do you understand that media placements are our goal, but they’re not guaranteed?**

## **Notable Recent Press Mentions:**

**Press Worthy Images: Please attach in JPEG format:**

**Social Media Links:**

**Public Relations Strategy Questionnaire (Detailed and Optional)**

This questionnaire is designed to determine whether your company would be well suited for a Public Relations program and to help us identify where PR opportunities may exist.

Company Overview

1. Please describe any unique characteristics or attributes of your company or its products and services that you feel would be newsworthy.

2. Please describe the primary industry for your products and services and list any subsidiary industries that also benefit from your products or services.

3. How do you sell your products or services? (online, in stores, through distributors, etc.)

4. What differentiating factors about your products and services set you apart from the competition?

5. How do your company’s products or services fill a niche in the industry? 6. Which companies are your direct competitors?

7. What are the differentiating characteristics of these companies or their products?

8. What primary aspects of your company do you want to promote? (Growth, New Products, New Markets, New Offices/Locations, etc...)

9. Are there any secondary items you want to promote? (New employees, new contracts, etc...)

**Your Audience**

1. Who is your target audience, and why?

2. If your target audience is not using your products or services, what are their current actions? (Are they using another company, are they knowledgeable about your product or service uses, etc.)

3. How can we help change your target audiences’ current actions? (Educating audiences, raising awareness, talking up points of differentiation, etc.)

**3 Messaging**

1. Does your company currently have any key messaging that you include in your marketing materials (such as tag lines, key points, and specific facts about your products’ performance?)

2. How do you address your difference from the competition in your marketing materials?

3. Is there anything you would like to highlight more in your company’s marketing materials?

**Past Public Relations Involvement**

1. What public relations tactics has your company utilized in the past two years?

2. Who ran your public relations program in the past? Was it handled internally or by an agency? Please describe the level of involvement of the individuals responsible for your public relations program.

3. If your company has a current public relations program, how often do you release press releases to the media?

4. What were the press releases that you recently distributed?

5. Did these press releases result in any published stories? If so, please list when and where these stories were published.

6. When these stories were published, did you see an increase in leads or calls after the story ran? If so, how did you see an increase? (online web traffic, emails, calls, etc.)

7. Would you say that your previous PR initiatives have been successful? Why or why not?

8. Please describe how you currently send information to the media (email, newswire distribution, etc.)

9. Please list or attach a list of the publications and contacts you currently send your news.

10. Do you currently post news on your company website?

**Social Media**

1. Does your company currently engage in social media? If so, please list which services and your company IDs for these services, such as your Twitter name.

2. Do you have an active customer base that regularly buys from your company or other suppliers, partners, or prospects whom you think would follow your company news?

3. Do you do anything now to reach these people regularly, and does your company have a blog? If so, please list the URL.

4. If your company does not have a blog, are you interested in developing a blog for your company?

5. Are there any other social media initiatives you would like to learn more about? (Social media training, social media set up, blog commenting campaigns, blog giveaway partnerships?)

**Upcoming News**

1. Do you have any new products coming out? Please describe.

2. Have any of your products been improved in the past year? Please describe.

3. Did any new products come out in the past year? Please describe.

4. Does your company have any upcoming events or significant trips planned?

5. Was your product or service used uniquely in the past year? Please describe.

6. Are there any specific press releases you would like to publish in the next year? Involvement, Please indicate which aspects of PR you would like more information about. \_\_\_\_\_ Media List Development \_\_\_\_\_ Press release writing \_\_\_\_\_ Release optimization \_\_\_\_\_ Online newswire distribution (for SEO purposes) \_\_\_\_\_ Local media story pitching \_\_\_\_\_ Trade media story pitching \_\_\_\_\_ Social media training \_\_\_\_\_ Social media implementation \_\_\_\_\_ Blog creation \_\_\_\_\_ Blog writing and monitoring services

Are there any of these services that could be handled internally? Do you have a specific budget in mind? Would you be interested in running a public relations campaign internally with setup and guidance from