



4 THINGS YOU NEED TO KNOW TO
Alleviate Your Organization's
PR Pain Points

Written by: Samantha Flynn, Founder, Junipr Public Relations



There's no denying that strategic public relations efforts positively contribute to the overall success of an organization. Unfortunately, public relations—both its definition and measurement—can be ambiguous, which can lead to confusion about the role public relations has within an organization and its ability to positively impact broader business goals.

The following are some of the most common PR pain points that inhibit successful campaigns, as observed across the Junipr team's 60+ collective years of industry experience:

- 1. Siloing PR support** – Often, public relations efforts are siloed within an organization's marketing department, relegating the function to focus solely on "how" to say something once a creative direction has been determined. This can put PR programs in a tight spot as there are unique considerations to make something "media able." Even if the creative is stellar, incorporating your PR team upstream into the planning process helps strengthen campaigns by bringing perspectives on how the media—and your audiences—could respond. Additionally, editorial guidelines require a nuanced approach to encourage inclusion in earned media coverage. Asking your PR team in advance for these considerations helps maximize your program and production budgets.
- 2. Measuring PR as a hard sales tool** – True public relations earned media efforts are an 'art' in the sea of marketing sciences, and, as the discipline is focused on generating awareness, it cannot be tied directly to sales or bottom-line revenue. While this is the Achilles heel of the industry at large, it's risky to equate the discipline's "hard to prove" value with "no value." When evaluating PR efforts, you should equate the results to its "funnel filler" out-of-home advertising counterpart (i.e., billboards, transit advertising) with established KPIs that measure the impact of PR efforts on the middle-to-lower funnel tactics (i.e., "web traffic increase led to meeting email capture targets 3x faster," etc.), as well as traditional metrics (impressions, etc.).
- 3. Limiting support to only media relations** – While it's true that one of public relations' core specialties is managing the media relations process, strategic public relations efforts are versatile in adding value to larger business initiatives, as communications is essential to casting vision, securing buy-in, and encouraging adoption of key programs both internally and externally. Go beyond media relations and leverage your public relations agency to develop key messages for go-to-market plans before wider inter-agency teams are briefed to ensure cohesive delivery across channels. The team can also be used to develop consistent byline and blog copy that can be repurposed for newsletters, as well as to monitor competitive news, analyze media trends and to assist with rebranding efforts.
- 4. Adopting a Start/Stop Approach** – PR is unique in that it is the only marketing channel that relies on entities outside your organization (media, consumers, etc.) to deliver your key messages. To achieve this requires ongoing support and advanced planning, and it's important to remember that while a campaign's ramp-up time can

be shortened, it can't be bypassed completely. Significant effort goes into securing earned media placements—including press material development, message training, media outreach, and tracking. Additionally, the news industry is subject to change at any time, and when significant events occur, coverage can often be delayed or canceled altogether. Consistent PR efforts compound over time as relationships are formed and initial breakthroughs are secured. Think of PR like filling a sink with water—the basin fills up faster if the water is continuously running vs. if it's turned on and off at various intervals.

To learn more about Junipr's PR approach, please email hello@juniprpublicrelations.com.



Written by: Junipr Public Relations founder Samantha Flynn

Samantha Flynn is a dynamic entrepreneur and public relations professional with nearly two decades of experience working in the public relations industry. Since founding her own strategic communications firm, Junipr Public Relations, in 2019, the company has grown to deliver award-winning service to global, national and regional B2B and B2C clients. Samantha's work has been seen in the *Wall Street Journal*, the *Today Show*, the *Macy's Thanksgiving Day Parade*, *CNN Business*, and "The Big Game." Samantha is a sought-after expert and speaker on the state of marketing today, having presented at the Digital Summit Series, DigiMarCon at Soldier Field, AAF Hawai'i and more. Samantha holds a Master of Science in Public Relations from the S.I. Newhouse School of Public Communication at Syracuse University, as well as a Bachelor of Arts in Communications with a Minor in Spanish from Pennsylvania State University. For more information, please [connect with Samantha on LinkedIn](#) or visit www.JuniprPublicRelations.com.

###