

PR Planning for Small Businesses



Instructions:

This PR Planning Template will help you organize your yearly and monthly public relations activities. Each section provides space to record goals, audiences, messages, media outreach plans, monthly press release distribution, and evaluation metrics.

Tips:

- Be specific with goals and audiences.
- Keep key messages consistent across all communication.
- Use the monthly calendar to ensure press releases are distributed regularly.
- Use the Metrics & Evaluation section to track your progress.

1. PR Goals

Goal 1: (e.g., Increase brand awareness by 30%)	
Goal 2: (e.g., Gain media coverage in at least 5 industry publications)	
Goal 3: (e.g., Improve online reputation and customer trust)	

2. Target Audiences

Primary Audience: (e.g., Potential customers in your local market)	
Secondary Audience: (e.g., Industry influencers, journalists, and partners)	

3. Key Messages

Message 1: (e.g., We provide innovative, affordable solutions for small businesses.)	
Message 2: (e.g., Our company is committed to quality and customer satisfaction.)	
Message 3: (e.g., We help businesses grow with reliable support and tools.)	

4. Media Outreach Plan

Strategy 1: (e.g., Maintain an updated media contact list)	
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Strategy 2: (e.g., Engage with journalists on social media)	
Strategy 3: (e.g., Send monthly press releases through eReleases press release distribution services)	

Foundational Press Release Content Types for Small Business

These types of press releases are the foundation of a successful PR strategy, and should be included in every PR and press-release distribution plan. We encourage you to start your monthly plan by adding these types of press releases before looking at seasonal and other ideas.

- **Product/Service Launches:** Announce new offerings while tying them to industry trends. Instead of just announcing a new service, explain how it addresses a growing market need.
- **Data and Survey Releases:** At eReleases.com, we have found that releasing survey data you have compiled usually gets more media pickup than almost any other type of release. [Learn more here.](#)
- **Expert Positioning:** Share industry insights, trend commentary, or original research. Position your leadership team as a go-to source for journalists.
- **Milestone Announcements:** Growth achievements, awards, and partnerships become newsworthy when you include the local angle or industry impact.
- **Community Involvement:** Local partnerships, expansion news, and corporate social responsibility initiatives often get picked up by both local and trade media.

Learn more about how to significantly increase your press release's reach and impact at <https://www.ereleases.com>

Monthly PR Calendar

Use this calendar to plan activities throughout the year. Remember to start with the foundational press release types for small businesses listed above:

January

💡 Suggested Ideas: “New Year, New Goals” announcements, annual predictions, company resolutions.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

February

💡 Suggested Ideas: Valentine’s tie-ins, customer appreciation stories, partnerships.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

March

💡 Suggested Ideas: Industry trends for Q2, spring product launches, International Women’s Day initiatives.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

April

💡 Suggested Ideas: Earth Day sustainability efforts, community clean-ups, spring events.

Key PR Focus:	
Press Release Topic:	

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Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

May

 Suggested Ideas: Small Business Week stories, Memorial Day sales/partnerships.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

June

 Suggested Ideas: Mid-year milestones, Pride Month initiatives, summer launches.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

July

 Suggested Ideas: Independence Day tie-ins, patriotic campaigns, community sponsorships.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

August

 Suggested Ideas: Back-to-school products/services, hiring announcements.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed

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Media Outreach/Events:	
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September

💡 Suggested Ideas: Fall launches, partnership announcements, industry predictions for year-end.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

October

💡 Suggested Ideas: Halloween campaigns, new seasonal offerings, Cybersecurity Awareness Month.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

November

💡 Suggested Ideas: Thanksgiving gratitude campaigns, holiday readiness, charitable giving.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed
Media Outreach/Events:	

December

💡 Suggested Ideas: Year-in-review, holiday CSR efforts, upcoming year forecasts.

Key PR Focus:	
Press Release Topic:	
Distribution via eReleases:	<input type="checkbox"/> Completed

Media Outreach/Events:	
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Metrics and Evaluation

Track success with measurable outcomes:

Number of press releases sent (e.g., 12 per year):	
Media mentions/coverage received (e.g., 5 features in industry magazines):	
Website traffic increases (e.g., 25% spike after PR campaigns):	
Social media engagement growth (e.g., 500 new followers):	

50 Press Release Ideas for Small Businesses

And finally, here are 50 press release ideas to help you brainstorm your plan for the year.

Product/Service Launches

- Launch of a new product line
- New service addressing customer pain points
- Seasonal/limited edition product launch
- Expansion into a new category
- Technology adoption (AI, automation, sustainability upgrades)

Milestone Announcements

- Anniversary (e.g., 5 years in business)
- Revenue milestone (e.g., doubling in 2 years)
- Hiring milestone (50th employee hired)
- Partnership with a local or national brand
- Award recognition (local chamber, industry body)
- Opening a new office/storefront
- Reaching a customer/user milestone (e.g., 10,000 customers served)

Expert Positioning

- Annual industry forecast or trends report
- Proprietary research or survey release
- Thought leadership commentary on breaking news
- Whitepaper or guide launch
- Speaking engagement at an industry conference
- Launch of a podcast or webinar series

Community Involvement

- Sponsorship of a local event or sports team
- Scholarship program announcement
- Charitable donation or CSR partnership

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- Local hiring initiative
- Hosting free community workshops
- Partnering with nonprofits on sustainability/impact

Seasonal Tie-Ins

- Holiday season shopping guide
- Valentine's "customer love" campaign
- Spring cleaning or renewal-themed product tie-in
- Back-to-school resource launch
- Thanksgiving gratitude or community giving campaign
- Year-end reflection with customer appreciation

Other Creative Angles

- Employee spotlight program
- Customer success story (case study release)
- Diversity, equity & inclusion initiative
- Sustainability or green certification announcement
- Rebranding or new visual identity
- Behind-the-scenes "innovation story"
- Crisis response or recovery announcement
- Launch of referral/loyalty program
- Collaboration with an influencer or local personality
- Expansion into eCommerce/digital platforms
- Safety/quality certification received
- Partnership with a university or accelerator
- Internship program launch
- International expansion or export news
- Launch of a new app or digital platform

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- Hosting an industry roundtable or summit
- Collaboration with another small business
- Launch of subscription model
- Offering special veteran/military programs
- Publishing company culture/values report

Learn More

To learn more about professional Press Release Distribution visit <https://www.ereleases.com>