

The Digital PR Strategy Template

Also known as: “A Plan So You Don’t Keep Winging It”

This simple but savage template helps you map out a Digital PR campaign that doesn’t flop harder than your brand’s first attempt at TikTok. Fill it in, follow it loosely, and act like you planned it all along.

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1. Campaign Name (Make It Sexy)

Give your campaign a name cooler than “Q3 Visibility Push.” Make it sound like something a journalist would want to write about and not immediately delete.

Example: “The Great Rebrand Redemption Tour” or “Backlinks & Brunch: A Founder’s Story”

2. Goal(s) (Be Specific or Be Quiet)

What do you want to achieve? Pick 1–3 clear, measurable objectives. No fluff.

- Increase high-authority backlinks by ____%
 - Get featured in ____ publications
 - Drive ____ visits to landing page
 - Raise domain rating from ____ to ____
 - Start beef on LinkedIn (optional)
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3. Target Audience (No, It’s Not ‘Everyone’)

Who are you talking to? Be detailed.

- Industry: _____

- Role: _____
- Pain Points: _____
- Platforms they live on: _____
- Brands/publications they trust: _____

4. Core Message (No Buzzwords Allowed)

What's the one idea you're shoving into the world's face?

Fill in:

*"We are [brand] and we [do/say/offer something unique] for [audience] that [solves a specific problem or taps into a trend]."

5. Media Targets (Shoot Your Shot)

List at least 5 media outlets or blogs that cover your industry and aren't run by someone's cousin.

Outlet/Journalist	Why They'd Care	Contact Info	Pitch Status
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6. Content Assets Needed (Time to Pretend You Have a Team)

What will you need to support the campaign?

- Blog post
- Infographic
- Data or stats

- Founder quote or story
 - Short-form video
 - Press release (if you must)
 - Custom landing page
 - Podcast appearance (because why not?)
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7. Timeline (Just Enough Structure to Look Organized)

Break your campaign into weeks, but don't overdo it. You're not launching a rocket.

Week	Tasks	Who's Doing It	Status
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8. Metrics to Track (So You Can Pretend to Be Data-Driven)

• of backlinks earned

- Traffic to campaign assets
 - Social shares
 - Media placements
 - Referring domains
 - Keyword rankings
 - Domain rating changes
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