

THE BRAND WHISPERER

9 Things to do Before you Hire a PR Agency

Meet The Brand Whisperer – The Award-Winning Beauty and Wellness Agency making Public Relations Accessible to Small Brands

Identify if you are in the correct position to hire a PR agency. To do this you should ask yourself “is my brand ready for the extra visibility?” and “can I facilitate the growth that a PR agency will bring?”, if the answer is yes, then great and if not, your time will come in the future! The great thing about this process is that a good PR agency will help guide you through your journey and help to manage your expectations.

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Identify what goals you want the PR Agency to achieve. Do you have a personal goal of what you want to see from your agency? Or are there specific needs and methods of measuring success that are non-negotiable to you? It is always important to set goals with the results you want to achieve. This gives your potential agency a clear idea of what you want to happen as a result of their efforts.

Define the type of agency for you. Defining the type of agency you want to hire is extremely important as it allows you to narrow your search when recruiting the right people and agency for your brand. Is location important? Do you want an agency that is large-scale or small-scale? Do you want a purely digital agency? By creating a bullet pointed list of what you are looking for, it will be much easier to find a suitable agency quicker.

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Create a realistic budget of how much you can afford to spend on PR! We all wish that we had an unlimited budget, but that is simply unrealistic. By narrowing down and defining your budget, it will allow you to create a plan with your desired agency and determine what you can expect from your investment.



Hire an agency who feel like an extension of your team, and who will rave about your brand just like you do!

– Siena Clarke, Founder of The Brand Whisperer



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Define your mission statement and founding story. By doing so, you will have a clear outline of what your business is and why it is interesting! This is critical in aiding PR's conversations with journalists, as they can communicate your brand's purpose with ease and confidence. Again, a good PR agency will help you hone this.

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Identify and understand your audience. Before sourcing a PR agency, you need to understand your audience and analytics. Who do you want to reach through your agency and why? This is the most important step for all businesses, in all areas, from PR and marketing to sales and social media.

Finish all brand identity and branding work. This varies depending on the age of your brand. If you are launching, this may not be crucial (if you are publicising a brand pre-launch you need less), but for existing brands logos, imagery, packaging etc. needs to be polished.

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Understand your "hero-product" – what product is at the core of your brand? Define your best selling and most popular product that the brand is most likely to build momentum from. "Do you know *insert your brand name*?", "are they the ones that do *this product * too?"

Identify your top 10 publications that you would like to be featured in. (and why) By defining the types of outlets you would like to be featured in it helps you consider your audience more deeply. This won't necessarily form the entire PR outreach, but it is useful for expectation management and goal setting. Obviously, top tier titles may not come straight away, but it's good to have something to aim for.

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For more information please contact The Brand Whisperer by email at hello@thebrandwhisperer.co.uk
or follow us at [@the.brand.whisperer](https://www.instagram.com/the.brand.whisperer) on Instagram