



**THE
ULTIMATE
2019 PR
RESOLUTIONS
CHECKLIST**

*7 New Year's Resolutions Every
Fashion PR Should Have*

LAUNCHMETRICS

THE ULTIMATE CHECKLIST

1 GIVE UP EXCEL SHEETS

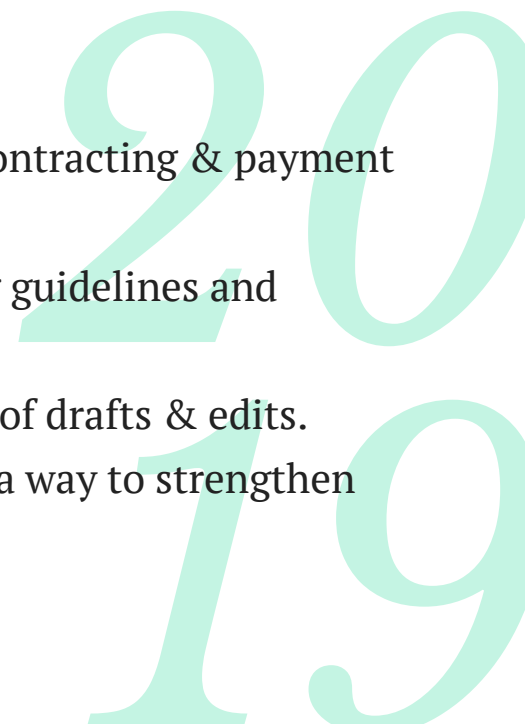
- List my PR activities & processes (identify the biggest issue to solve).
- Investigate digital PR platform providers.
- Pick the one that's going to eliminate my biggest pain point.

2 CLEAN & ORGANIZE CONTACTS DATABASE

- Upload contact database in online platform.
- Clean list by merging duplicates & updating contact details.
- Add personalized fields.
- Segment the database (industry, profession, contact type, etc.)

3 BUILD STRONGER RELATIONSHIPS WITH INFLUENCERS

- Create clear contracting & payment processes.
- Set publishing guidelines and timelines.
- Limit number of drafts & edits.
- Use gifting as a way to strengthen relationships



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4 STOP SAYING NO TO EDITORIAL OPPORTUNITIES

- Develop a samples request process for editors, journalists, influencers, etc.
- Create a shared digital calendar to track key dates & samples reservations.

5 GO GLOBAL

- Select pieces to display in the digital showroom.
- Make images downloadable and add option to request samples available.
- Create document to keep track of who is showing interest in images to identify new opportunities.

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6 STOP MAKING PEOPLE WAIT

- Switch to a digital RSVP system.
- Switch to QR codes or RFID chip system to speed up the check-in process.
- Train team on how to use new digital system and define process to get VIPs into events quicker.

7 STOP WASTING TIME ON TEDIOUS REPORTS

- Set up system to track global media performance metrics along with breakdowns by voice, region, media type and channel.
- Start using online platform capabilities to automate reporting activities.

