



Specify your public relations goals - by Harry Zlokower

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“What are your goals?” is a simple enough question we are asked often, from personal trainers or financial planners, and, yes, even your public relations advisor. If we have learned nothing else from this, it is that goal setting takes some thought and in the end is what drives the results.

While public relations goals may overlap with others, i.e. build recognition, attract more deals, enter a certain market or sector, all public relations goals in the final analysis should be specific to the company or professional. So, if and when you are asked to discuss this by your marketing/media staffer or advisor, take it seriously as your answers will be the essence of your public relations and marketing plan and a major factor as to whether this plan will succeed.

For example, to stimulate visibility and brand equity a regional real estate management firm might settle on:

- Recognition as a leader in its specialty,
- Attract new clients and build brand awareness,
- Achieve owner profiles and case histories” and
- Provide exceptional research on the current occupancy situation.

A national firm, on the other hand, will have broader but nonetheless specific goals such as:

- Establish national leadership by identifying industry/media platforms for its specific services,
- Create key messaging, stories and media targets to reach a national audience,
- Announce personnel appointments, new offices, awards and transactions through regional, digital and social media.

In all cases media research is essential. Where exactly should you be and why? Sometimes the answer is intuitive—i.e. Wall Street Journal or Bloomberg TV- but now, with the proliferation of digital media, doing research of demographics, media specialty, and masthead recognition is essential.

Articulation of your public relations goals sets the stage for whatever you hope to accomplish in the ensuing months as you proceed to execute your public relations plan.

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