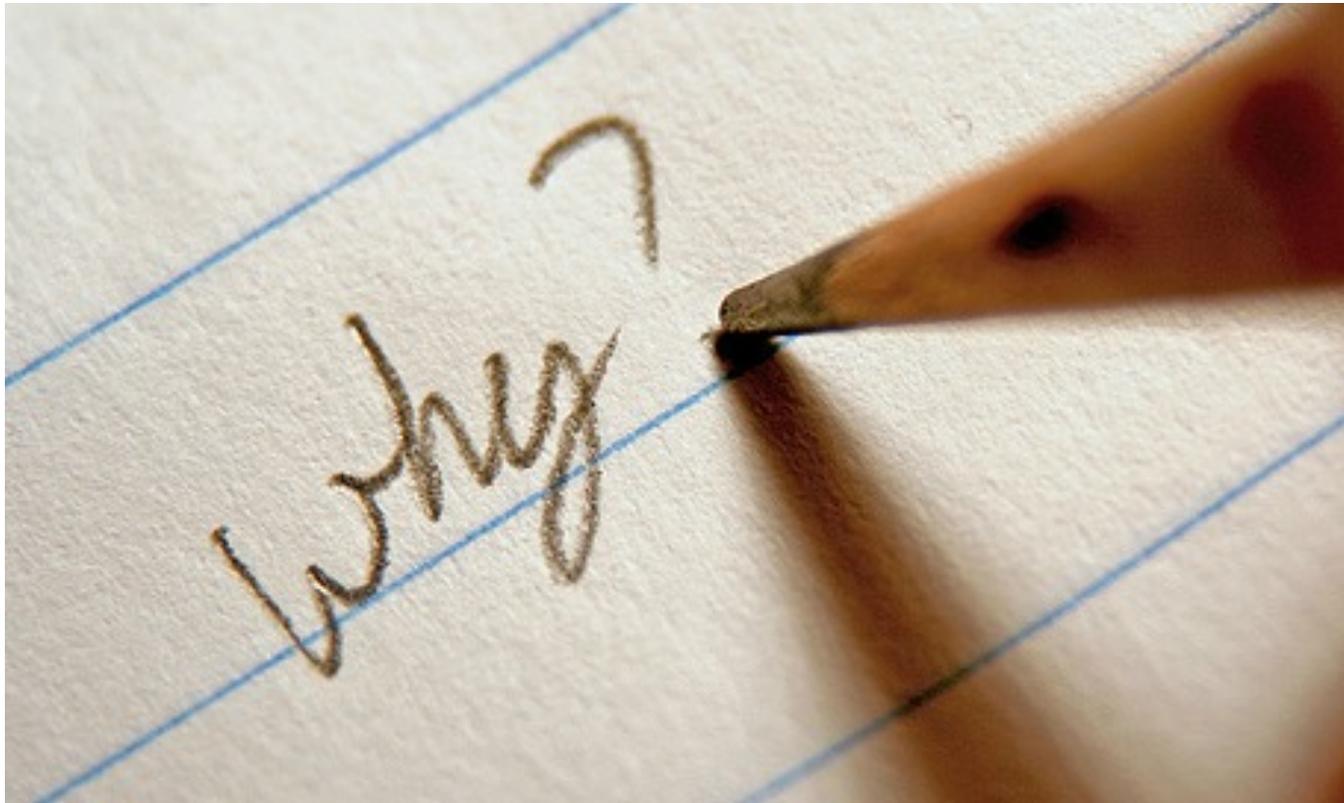




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Setting Communications Goals? Better Ask Why

Your needs for a communications strategy at your company



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are myriad. But what many companies - especially large corporations - fail to ask themselves when hiring a public relations agency is, simply, *Why?* ***Why do you need a public relations campaign?*** The answer may seem obvious (We're doing such great work, we deserve an article in the *New York Times!*). But truthfully, the reasons why you need a communications strategy are probably not so apparent. More important, the reasons are more nuanced than simply seeing your company's name in print. To truly understand your communications goals, ask yourself *Why*. Here are some thoughts to consider:

1. Ask hard questions

When asking *Why*, don't be afraid to ask the hard questions. What's not working? Why isn't it working? What should we be doing or saying differently? Why didn't my previous communications strategy work? Why are my competitors better than I am at communicating their message? What, specifically, do I think public relations can help me accomplish?

2. Be honest

Being honest with yourself when you answer the *Why*, will allow you to be clear -- ***and be honest*** -- with prospective agencies about what you expect from them. Honesty, with yourself and with your prospective communications partner, creates a mutually beneficial environment for success.

3. Ask for what you want

One of the biggest shortcomings of most corporate Requests for Proposals (and, subsequently, the resulting PR campaign) is the lack of specific goals. ***By identifying success from the outset, you will be better able to identify the right partner for you.*** Prospective agencies will be able to provide specific ideas, strategies and tactics for helping you reach your clearly stated goals. It's simple, if you don't ask for what you want, you'll probably never get it.

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Start by asking why. In no time, you'll be on your way to clearly identifying, and reaching, your communications goals.

San Francisco-based LCI has more than two decades of experience helping companies achieve their communications goals. We work closely with our clients from the start to develop a plan that clearly articulates goals and sets in place the strategy to reach them. Our trademarked PROMised Results delivers tangible ROI metrics. We've helped numerous brands, large and small, overcome the complexities of communicating effectively to the right audience in the right way. And we always start by asking: Why?

**Contact LCI's strategic communications guru
[Rob Farmer](#) if you'd like a free consultation about
how to ask 'why' at your company.
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(415) 359-2316**



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