



## MODUL PERKULIAHAN

# PROPOSAL KEGIATAN KEHUMASAN

## Perbedaan Proposal Marketing, Advertising, dan Humas

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### Abstract

Pokok bahasan tentang pemahaman secara mendasar proposal kegiatan kehumasan

### Kompetensi

Mahasiswa memahami secara mendasar proposal kegiatan kehumasan

## Proposal Marketing

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Proposal berasal dari bahasa Inggris yaitu "to propose" yang artinya mengajukan, secara bahasa proposal dapat diartikan sebagai "bentuk pengajuan atau permohonan". Penawaran itu bisa berupa ide, gagasan, pemikiran atau sebuah rencana kerja yang di tujukan kepada pihak lain untuk mendapatkan dukungan, baik itu yang sifatnya izin, persetujuan, "dana" dan lain - lain. Proposal bisa juga diartikan sebagai sebuah tulisan / pemaparan yang dibuat oleh penulis yang bertujuan untuk melakukan penjabaran atau menjelaskan sebuah rencana dengan suatu tujuan atau kegiatan kepada pembaca atau pihak yang menjadi target.

Dengan kata lain. Proposal dapat di rumuskan sebagai sebuah rencana berupa tulisan yang dituangkan dalam bentuk rancangan kerja kegiatan, yang terdiri dari pengumpulan, pengolahan, analisis, dan penyajian data, yang dilakukan secara sistematis dan objektif untuk memecahkan suatu persoalan atau untuk mendapat persetujuan. Pengertian proposal dari beberapa pandangan para ahli:

- Hasnun Anwar (2004 : 73) proposal adalah : rencana yang disusun untuk kegiatan tertentu.
- Jay (2006 : 1) proposal adalah alat bantu manajemen standar agar manajemen dapat berfungsi secara efisien.

Dari sudut pandang dunia ilmiah Proposal bisa diartikan sebagai rancangan dari suatu usulan sebuah penelitian yang kemudian akan dilaksanakan oleh peneliti terhadap bahan penelitiannya.

### Tujuan dan Fungsi Proposal

Tujuan Proposal adalah terutama untuk memperoleh bantuan dana, atau memperoleh dukungan atau sponsor, dan juga untuk memperoleh perizinan.

Unsur-unsur yang ada di proposal yaitu, nama atau judul kegiatan, kemudian di susul pendahuluan, lalu tujuan, di teruskan waktu dan tempat, kemudian sasaran kegiatan, susunan panitia, rencana anggaran, penutup, dan terakhir tanda tangan dan nama terang.

### Struktur Proposal

Isi dari suatu proposal ada yang sederhana dan ada pula yang kompleks. Isi proposal yang tergolong sederhana akan meliputi sebagai berikut:

- Nama kegiatan
- Dasar pemikiran
- Tujuan dan manfaat
- Ruang lingkup
- Waktu dan tempat pelaksanaan kegiatan
- Penyelenggara atau panitia
- Anggaran biaya

### Fungsi Proposal

Proposal memiliki fungsi yang banyak dan beragam di antaranya adalah:

- Untuk melakukan penelitian yang berkenaan dengan agama, sosial, politik, ekonomi, budaya, dan sebagainya.
- Untuk mendirikan usaha kecil, menengah, atau besar.
- Untuk mengajukan tender dari lembaga-lembaga pemerintah atau swasta.
- Untuk mengajukan kredit kepada bank.
- Untuk mengadakan acara seminar, diskusi, pelatihan, dan sebagainya.

## Jenis - Jenis Proposal

Secara umum proposal di bedakan menjadi beberapa jenis, yaitu:

1. **Proposal Marketing** adalah dokumen tertulis yang digunakan oleh pemasar untuk mengkomunikasikan proyek kepada klien untuk dipertimbangkan, yang dapat mencakup gagasan strategi, kerangka waktu pengiriman dan perkiraan biaya, sebelum menyelesaikan persyaratan dan menandatangani kontrak untuk persetujuan. Proposal dirancang untuk memenuhi tujuan bisnis klien, dimaksudkan untuk membujuk calon pelanggan dan dapat spesifik untuk jenis pemasaran, seperti proposal pemasaran media sosial.
2. **Proposal Bisnis/Usaha**, Proposal ini berkaitan dengan dunia usaha dan bisnis, baik itu perseorangan maupun kelompok. contoh dari proposal ini misalnya proposal pendirian usaha, proposal dalam bentuk kerjasama antar perusahaan dan lain-lain.
3. **Proposal Proyek**, Proposal proyek ini lebih mengacu pada dunia kerja yang berisi serangkaian ragam dan rencana bisnis atau yang bersifat komersil misalnya proposal proyek pembangunan.
4. **Proposal Penelitian**, Jenis proposal ini lebih sering digunakan di bidang akademisi misalnya penelitian untuk pembuatan skripsi, tesis dan lainnya. contoh dan isi dari proposal ini adalah pengajuan kegiatan penelitian.
5. **Proposal Kegiatan**, Proposal kegiatan yaitu pengajuan rencana sebuah kegiatan baik itu bersifat individu maupun kelompok, misalnya proposal kegiatan pentas seni budaya, kegiatan program kerja, dan lain-lain.

## Apa itu Marketing?

Produk tidak berarti apa-apa jika kita tidak dapat menjangkau oleh *end-user* kita, meski produk kita berkualitas baik. Artinya bahwa langkah penting dari seluruh rangkaian produk adalah kemampuan memasarkan produk sehingga sampai ke tangan konsumen. Kottler mendefinisikan pemasaran sebagai berikut:

*Adalah suatu proses sosial dan manajerial yang didalamnya individu dan kelompok mendapatkan apa yang mereka butuhkan dan inginkan dengan menciptakan, menawarkan, dan mempertukarkan produk yang bernilai dengan pihak lain. (1997:8)*

Dasar manajemen pemasaran dari P. Kotler masih sangat masiv digunakan hingga saat ini. Selain karena *image* yang melekat sebagai bapak marketing, konsep Kotler juga sudah dirujuk oleh banyak sekali buku dari berbagai belahan dunia. wajar hingga saat ini itu masih menjadi dasar utama untuk banyak penelitian.

Segitiga PDB (Positioning, Diferensiasi, dan Brand) adalah salah satu teori dalam ilmu manajemen pemasaran, hasil turunan dari teori 9 Elemen Pemasaran yang terdiri dari brand, differentiation, positioning, segmentation, targeting, marketing mix, selling, service, dan process (Kartajaya,2004). Kartajaya mengelompokkan 9 elemen pemasaran ini dalam 3 bagian, strategi, taktik, dan value. Ketiganya merupakan satu kesatuan dengan peran khususnya masing-masing.

Bagan Segitiga PDB (Positioning, Diferensiasi dan Brand)



Sumber: Hermawan Kartajaya (2005, h.6)

Perusahaan harus dapat mengidentifikasi keunggulan produk agar dapat memutuskan positioning yang tepat untuk produk. Langkah selanjutnya adalah memilih beberapa keunggulan produk sebagai dasar membangun strategi positioning. Kriteria keunggulan positioning produk yang menurut Jobber (2004) adalah:

1. Clarity – posisi produk harus jelas dalam menggambarkan target pasar dan kekuatan diferensiasi.
2. Consistency – pesan yang konsisten dari positioning produk penting untuk memberi kekuatan bersaing bagi produk.
3. Credibility – kekuatan diferensiasi harus kredibel dalam benak target pasar.
4. Competitiveness – kekuatan diferensiasi harus menggambarkan nilai produk untuk konsumen yang tidak dapat ditawarkan oleh produk pesaing.

Kartajaya (2005) berpendapat, diferensiasi adalah upaya mengintegrasikan konten, konteks, dan infrastruktur pada penawaran produk kepada konsumen. Penawaran (offering) yang dilakukan perusahaan kepada konsumen tidak hanya harus dipersepsi berbeda, namun benar-benar berbeda dalam hal konten (what to offer), konteks (how to offer), dan faktor-faktor pemungkin (enabler). Proses saling menguatkan antar 3 elemen ini akan menciptakan self-reinforcing mechanism (proses penguatan secara terus-menerus). Self-reinforcing mechanism yang mampu berjalan dengan baik disebut virtuous circle.

Hasil dari proses ini adalah sebuah brand identity. Aaker & Joachimsthaler (2000, h.44) menyatakan brand identity adalah seperangkat asosiasi yang diciptakan dan dipertahankan oleh perusahaan. Struktur brand identity terdiri dari core identity, extended identity, dan brand essence. Core identity harus merefleksikan strategi dan nilai dari organisasi pembuatnya. Extended identity mencakup elemen-elemen brand identity yang tidak ada dalam core identity. Brand essence merupakan pemikiran

tunggal yang menangkap jiwa dari sebuah merek. Brand essence mempunyai karakteristik dapat menjangkau konsumen dan mengarahkan value proposition, memberikan diferensiasi dari pesaing, mampu bertahan dalam jangka waktu lama, serta mampu menginspirasi anggota organisasi. Value proposition merupakan proses penciptaan makna yang merepresentasikan nilai yang dimiliki dan akan disampaikan oleh sebuah merek. Makna tersebut dapat digambarkan secara rasional yang menekankan pada keuntungan fungsional (functional benefit) atau yang dapat merangsang perasaan (emotional benefits) sehingga konsumen merasa terhubung dengan merek (emotional & self-expressive benefits).

## **Membuat Proposal Marketing**

Sesungguhnya tidak ada sistematika proposal yang baku dalam pembuatan proposal pemasaran. Perbedaan sistematika pada dasarnya lebih merujuk pada kreativitas masing-masing pembuatnya sebagai sebuah media dan alat untuk melakukan negosiasi kepada pihak lain baik ke konsumen maupun ke investor.

Dalam beberapa tulisan perencanaan bisnis berbeda dengan proposal pemasaran. Perencanaan bisnis (*Bussiness Plan*) adalah suatu cetak biru tertulis yang berisikan tentang misi usaha, usulan usaha, operasional usaha, rincian finansial, strategi usaha, peluang pasar yang mungkin diperoleh dan kemampuan serta keterampilan mengelolanya. Sedang *Marketing Poposal* adalah garisbesar dari upaya untuk memperbaiki dan meningkatkan pemasaran secara spesifik untuk kepentingan pelanggan potensial dan membujuk mereka untuk membeli produk/jasa yang akan ditawarkan.

Elizabeth Smith (2009) mengurai beberapa hal yang harus diperhatikan dalam strategi pembuatan proposal pemasaran adalah:

1. *Analyze the current marketing strategy*

Analisa strategi pemasaran yang selama ini berlangsung.

2. *Perform a market analysis*

Untuk mengetahui siapa kompetitor kita, bagaimana kompetitor kita meraih kesuksesan dan bagaimana kita mampu bersaing dengan kompetitor.

3. *Analyze the audience*

Dalam membuat proposal sebaiknya perjelas siapa target pasar yang akan kita sasar. Diantaranya meliputi usia, kondisi geografis, status sosial, status ekonomi, persepsi dll. Semua ditujukan untuk menentukan kejelasan segmen pasar yang akan kita tuju.

4. *Define problem areas*

Kesalahan umum yang biasanya terjadi adalah berupa kesalahan dalam menentukan target konsumen. Ini dapat terjadi ketika kita tidak fokus dalam menentukan pilihannya, ragu dalam membuat konsep dan bahkan melakukan langkah yang tidak komprehensif.

5. *Identify target audience groups*

Dalam hal ini merujuk pada kondisi demografis seperti apa yang menjadi sasaran sebagai konsumen yang dianggap potensial.

6. *List new strategies and improvements to the current plan*

Salah satu langkah inovatif untuk meraih konsumen diantaranya dengan membangun ide yang kreatif dan unik. Karena dengan kemampuan berkreasi yang unik akan memberikan dampak yang baik dalam meraih konsumen sebagai sebuah pembeda dengan competitor lain.

7. *Write an executive statement that summarizes the project and your proposed solutions*

Pada dasarnya orang malas untuk membaca panjang lebar tentang sesuatu hal yang ditawarkan. Untuk itu langkah strategis lainnya adalah membuat ringkasan eksekutif agar orang memahami secara cepat isi dari proposal tersebut. Misalnya dengan melihat analisa pasar, target audiens, dan strategi pemasarannya.

8. *Read your proposal carefully, editing for spelling and grammatical errors*

Kesalahan gramatikal ataupun yang terkait dengan pengejaan kata-perkata cenderung menunjukkan pembuatnya adalah orang yang ceroboh. Untuk perlu berhati-hati dalam penulisan, kalau perlu dibaca ulang.

9. *Place the proposal on your professional letterhead and submit it by mail or in the company*

Agar berkesan profesional sebaiknya proposal dibuat dalam kop surat perusahaan kita.

Dalam melakukan kegiatan pemasaran pun tidak terlepas dari ide-ide kreatif dalam menuangkannya. Karena pada dasarnya bahwa pemasaran adalah langkah untuk mempengaruhi seseorang atau sekelompok orang agar tertarik atas produk yang kita tawarkan.

## **Proposal Advertising (Advertising Proposal)**

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target



segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

### **What are the Purposes of Advertisements?**

For a given market target, there are six purposes which an advertisement seeks to attain. It is possible to achieve more than one type of objective with one single campaign; but that is both difficult and costly.

Whenever a company seeks to achieve more than one purpose through advertisements, it must make sure that the various purposes are in conformity with its overall marketing strategy. When a company seeks to increase the recognition of a brand name or product as part of its branding policy in marketing, advertisements are the way to go.

#### **Basic purposes of advertisements:**

- Awareness;
- Reminder to use;
- Changing belief about the brand;
- To assist salesmen in marketing products;
- Generating direct sales;
- Building the company's image.

#### **Advertisements create awareness:**

One of the most widely accepted purpose of advertisements is to increase the recognition of a brand name or product, or to communicate information about the availability of the product to the public. This is an important objective from many points of view.

First, when a new product enters the market, it does not easily gain the favor of the buyers unless they are well informed about it. That is, an awareness about the product must exist before a favorable attitude toward the brand can be developed. An awareness about the brand is all the more important when several brands compete with each other.

#### **Reminding buyers to use the product:**

For discretionary items having an irregular or unusual pattern, an appropriate advertising policy must aim at stimulating the primary demand. To attain this objective, the buyers must be reminded not only to use the product but also to restock it.

#### **Advertising to change belief about brand:**

If an attribute is already considered important, buyer will examine the relative strength of different brands with respect to that attribute. Accordingly, the purposes of advertisements are to improve the buyer's rating with regard to the product advertised vis-a-vis the other competing brands. When the attribute of a product is not peculiar, advertisements are floated to establish the superiority of product over other competing brands.

#### **General purpose of an advertisement is to market a product:**

The manufacturer extensively use advertisement for this purpose. Through advertisement, they try to familiarize the customers with their products and tend to promote a favorable attitude toward them before buyers are approached by

salesman. That is why, when a salesman approaches a customer, it is relatively easy for him to sell the product.

For example, companies producing machine tools advertise their goods in those trade magazines which are read by their customers. Such advertisements may induce potential customers to purchase the product. At any rate, they create a favorable attitude toward the product so that the salesman may find it easy to canvass support for it.

Some companies assist retailers in arranging window displays and store decorations. This serves a dual purpose: it creates consumer interest and facilitates a favorable reception of the product by the retailer.

### **Advertisement as a tool to promote direct sales:**

In some cases, advertising is used for the purpose of persuading the customer to place an order for the product. Mail order houses through leaflets and catalogs, advertise their products in such a manner that customers are convinced of their value and are tempted to write to the institution to get the product without going to a shopping mall or without going into further details about the product.

Products like books, ready-to-wear garments, slimming machines, toys and sports goods can be profitably sold by direct mail advertisements. Through such advertisements, the company lays stress on price appeal, and uses such slogans as "direct from factory to you."

### **Advertisements builds Company's Image:**

The general purpose of advertisements is to build a company's image. Practically all companies try to build their image through advertisements. Some consider it as the primary objective of advertisement.

For example, Godrej, Lakme, Vimal, VIP have built up an image through advertisement. It is largely assumed that if the company has some image or reputation in the market, it will be easy to sell its product. For example, Vimal's clothing is very costly; yet it has good sales because of its image.

### **Selection of Advertising Media:**

Advertising is a vehicle through which advertisers communicate their messages to customers to induce them to buy the products or services advertised by them. The following principal advertising media helps to achieve the key purposes of advertisements:

- Press Media;
- Direct mail media;
- Outdoor media;
- Social media;
- Other media;

Though a wide variety of advertising media are available to achieve the above purposes of advertisements, yet selection and use of an appropriate medium of advertisement pose a variety of problems, which cannot be altogether solved by the management media specialist or even by an advertising agency.

### **How to Write an Advertising Proposal**



An advertising proposal sets out an advertising agency's recommendations for an advertising campaign. The proposal may be a response to a brief from an existing client or a pitch to



win a campaign against other competing agencies. Clients use the proposal to assess whether the recommendations meet the requirements of the brief and to evaluate the credentials of the agency.

### **Preparation of proposals**

Prepare your proposal by reviewing the client's brief carefully and carrying out research to build your understanding of the client's markets, products and challenges. Develop your strategy for the campaign and assess the strengths and weaknesses of your proposal before committing it to paper. Involve your agency's media, creative and marketing specialists in the development of the proposal.

### **State the Objective**

Restate the client's objectives for the advertising campaign to confirm your understanding of the brief. Set out your agency's objectives in measurable terms and aim to deliver results that exceed the client's objectives. If your client's objective is to raise awareness of a product by 8 percent, set out your proposals for increasing awareness by 10 percent. Exceeding a client's requirements is particularly important if you are involved in a competitive pitch.

### **Define the Audience**

Outline your understanding of the target audience and its awareness of the client's product. Provide a reference to any available audience research. Describe the characteristics of the target audience in terms of age, sex, location, income and occupation. Indicate any important segments of the audience that the campaign should target. List the media that you will use to communicate with the target audience. Provide audience research data to explain why your media strategy represents the most cost-effective coverage of the target audience.

### **Set Out Your Creative Strategy**

Set out your creative strategy. Include examples of proposed advertisements and explain why they will achieve impact in the media you have chosen. Provide a list of the key messages and explain why the messages are relevant to the target audience. Describe the actions you want the target audience to take in response to the campaign, such as visiting a website, contacting a call center or requesting additional information.

### **Set a Budget**

Provide the client with a budget for the campaign and a schedule of publication dates for the media you recommend. Include a project plan for detailed creative development and production of finished advertisements. Summarize your agency's credentials and highlight the key benefits of your campaign proposals.

## **Proposal Hubungan Masyarakat (PR Proposal)**

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The purpose of the public relations proposal may involve the PR for an entire company, or may be geared toward the promotion of a specific brand, product line, service, or event. This should be clearly addressed in the Executive Summary as it will set the tone for the proposal.

The Executive Summary contains an overall summary of the plan you will set forth below. It should therefore be completed last, and should be a concise yet striking introduction to the proposal.

## Situation Analysis

Following extensive research and analysis, the circumstances and situation affecting [CLIENT COMPANY OR PRODUCT] appear to be as follows:

- The attitudes of consumers towards [CLIENT COMPANY OR PRODUCT] indicate that [...]
- Compared to leading competitors [CLIENT COMPANY OR PRODUCT] is performing strongly in the following areas [...]
- Some of the weaknesses of [CLIENT COMPANY OR PRODUCT] seem to be [...]

This section is where you explain the current situation to the Client. Whether the PR subject is the Client's company itself, or a new product, line, or service, discuss the way this subject is behaving in the consumer environment. If people do not like the product, explain why. Detail strengths and weaknesses of the subject, from a PR standpoint. You can use analysis in this area and provide examples. Discuss consumer attitudes towards the company/product/service.

## Goals

In conjunction with [CLIENT COMPANY] the following goals have been set forth with regards to public relations:

List the main, overarching goal(s) for the public relations program. The goals will generally address the issues mentioned in the Situation Analysis. The goals will probably have been discussed some with the Client Company already, in determining the need for a PR proposal and what the company is looking for in terms of results. These goals don't need to be super specific—examples might be to increase sales of a particular product, improve the company's overall image, or attract a new type of consumer base.

## Objectives

- [OBJECTIVE ONE]  
[REASONING]  
[BENEFITS]  
[MEASUREMENT]
- [OBJECTIVE TWO]  
[REASONING]  
[BENEFITS]  
[MEASUREMENT]
- [OBJECTIVE THREE]  
[REASONING]  
[BENEFITS]  
[MEASUREMENT]

Objectives are more specific and well defined than the Goals listed above, but relate directly to the goal. You can list the major objectives of the public relations proposal—three is generally a good number. Under each objective, discuss the reasoning behind the objective (the circumstances creating the need for the objective), the benefits which will be gained from this objective, and how the success will be measured. Typical objectives may include items such as: Promote awareness of Product as an alternative to another commonly used product, or Attract a new demographic (such as young women) to this product more often associated with a different demographic (older women), or even something slightly less specific such as Use unique PR campaigns to generate web traffic and increase sales.

## **Target Audience**

In the Target Audience section, you will discuss the demographic you will target through this public relations plan. Many professionals suggest being extremely specific in this section, identifying the exact type of individual your PR will be geared towards, down to age, sex, geographic location, likes, dislikes, habits, etc. This can be a useful element in creating a strong PR campaign.

## **Target Media**

As public relations deal directly with media outlets, this section should address what media sources you will target. This section will especially be useful if your PR proposal is targeting a new audience or looking to grow the brand. You can list new types of media to be reached, including specific websites, news sources, journals, etc.

## **Marketing Concept/Key Messages**

Depending on the needs of the proposal and the needs of the client, this section may vary. If the public relations team is also responsible for generating marketing concepts, this area can detail those ideas and how they will be used. If the client already has an existing marketing concept, this section can simply explain how the PR plan will maintain and continue to promote that concept, perhaps including fresh new approaches to the idea.

## **Strategies And Tactics**

This is a large section of the public relations proposal, as here is where you will list and detail the specific strategies and tactics your plan will involve.

### **1. Media Outreach**

This will include a list of media the PR plan will focus on building or improving relations with, and how they will help impact or reach the target audience.

### **2. Press Releases**

Depending on the needs of the PR proposal, this subsection may detail specific press releases planned in conjunction with a specific product or release of a new line or promo. With a more company-geared public relations proposal, this section might focus on generating new and creative ideas for press releases.

### **3. Editorials**

This subsection can describe other types of written press that the plan will target, and what the subject matter or angle of those will be, including types of media source to be used.

### **4. Events**

There may be upcoming events which will provide excellent public relations opportunities for the Client or its product. These could be trade shows, fundraisers, conferences, or other types of events.

### **5. Speaking Opportunities**

There may be events which would provide a great speaking opportunity for a member of the PR group or for an individual from the Client's company. These should be listed here, along with explanations of the event and why it would be pertinent.

## 6. Social Media

In conjunction with the marketing team or plan, this subsection will provide details on the social media use in regards to specific PR campaigns. This subsection may also contain suggestions for improving the Company/Product image via social media and new approaches to take.

## 7. Crisis Planning

This subsection will address the possibility of a crisis event related to public relations and how it will be handled. Possible scenarios can be discussed and the proper response protocol.

### Timeline

The Timeline section should outline the time period addressed in this PR proposal and contain all important relevant dates. This would be an excellent place to include a chart or calendar detailing the above-mentioned tactics.

#### *Example:*

Create editorial calendars and social campaigns and special media to suit needs. Run a press campaign in three stages: pre-announcement, announcement and post-announcement, as shown below:

Month	Service	Media Types	Success Metrics
Ongoing	Social media coverage and targeted campaigns	Social, including relevant guest blogs	Shares, likes, social reach, website traffic
Month 1	Pre-announcement press and market research	Local newspaper, magazines, events	# of additional press inquiries, website traffic
Month 2	Announcement media coverage	Local and international press release, PR Newswire, television spots (talk show, morning shows, etc.)	# of minutes on air, # of views on press releases, # of media inquiries, website traffic, increase in sales numbers during this time
Post-Announcement	Ongoing media coverage, customer testimonials	Local publications, media events	# of additional press inquiries, # of views and reach of media coverage

### Budget

This section will handle the budget needed for the included public relations plan. If the plan includes a flat fee, put that here, or if pricing is per item, proposed budget should be detailed and include pricing for each specific item.

## **Measurements**

In this section, you can describe how the success of the public relations proposal will be measured. You can include a timeframe for assessing the plan throughout the year. Show what elements or results will be necessary to indicate the success or failure the plan, and how these will be addressed.

When businesses need an outside public relations firm to build a PR campaign, they often request bids from a number of competitors. To land the business, you need to present the company with a PR proposal that includes the company's goals and objectives, target audience and media, recommendations, timeline and budget. Before you write the proposal, however, you have work to do that includes research into the specific business, the industry and market as a whole, as well as the various ways you might approach the project.

## **Get to Know the Client**

One size does not fit all. Before you can even consider a PR campaign, you've got to spend time getting to know your client. Hold in-person meetings with the principals and managers in the company, then follow up with emails and phone calls until you have a solid grasp of the company culture, its general communication style and community reputation. For example, you wouldn't want to put together a formal, "Wall Street Journal" type of campaign for a folksy, family-oriented business, or vice versa.

## **Understand the Current Marketplace**

Once you've got a good idea of the tone that your proposal needs to take, frame it in the context of the current market. Perform an analysis of the competition and what kind of advertising and marketing it's using. Understand the target market and how it is getting its information. For example, if the target is young adults, you'll need to include a social media aspect to your proposal. Seniors, on the other hand, will not respond as well to a hard-hitting social media campaign.

## **Outline Your General Approach**

Before putting together the final proposal, create an outline of the necessary parts. In a larger market, with substantial competition, for example, you may need to include an extensive history of your own company and successful campaigns you've initiated. Before the final phase, decide how much detail the client needs to know about the competition and any analyses you've created. As you've gotten to know the client well during your research phase, you'll also have a keen understanding of the best format in which to present the proposal. Whether you need to provide a narrative, brief bullet points or a package with graphs and charts will depend on the client's preferences and style of operating.

## **Include the Basics**

A PR proposal needs to highlight your ideas without giving away so many of the details that the client can take the proposal and implement your ideas without you.

Include information about your company, with appropriate references, as well as a summary of the proposal and what you believe are the main points the campaign should tackle. Give a few examples of media you might contact as well as what top messages you will be putting out there. Include a timeline of the projected work as well as what services are covered under specific fees and expenses. Conclude with a closing statement that tells the client how you look forward to working with her and how sure you are that you will have a positive and prosperous relationship.



# Daftar Pustaka

1. Goldhaber, Organizational Communication, 2008
2. Moore, Frazier. 2005. Humas Membangun Citra Dengan Komunikasi. Bandung: Rosdakarya