

Why Don't Organizations Hire PR Agencies Like They Hire Employees?

Organizations worldwide spend \$15 billion on outside public relations counsel and services,* yet they don't treat the hiring of a communications/PR agency with the same thoroughness they apply to hiring of mid-or senior level executives.

*Source: The Holmes Report

A More Thorough PR Agency Search Process Drives Better Outcomes

"The Impact of the Agency Selection Process on Public Relations Programs and Outcomes**" reveals that chief communications officers allocate significant budgets for outside public relations services, yet don't approach searching for an agency with the same due diligence they would when hiring staff.

**2018 RFP Associates & CommunicationsMatch joint research report

Key Findings

Less than 15% use external resources to identify agencies

More than 60% start agency searches with only 2-5 candidates

35% are not satisfied with the hired agency

60% use some form of an RFP – 40% say responses are too boilerplate

Slightly >50% provide budget or selection criteria in the RFP

Only 40% check agency references

Best Practices in Agency Search Will Lead to Longer-term Relationships



Cast a wider net to identify more agencies



Thorough RFPs benefit all competing agencies



Balanced scorecards compare all agencies fairly



Presentations should not rehash proposal

It doesn't stop there:

- ✘ Today's online databases and agency search experts offer greater resources and counsel on best practices
- ✘ Prescreen agencies through a Request for Qualifications to identify firms with the speciality you need and eliminate conflicts
- ✘ Using an NDA during the search process protects the client and candidate agencies

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