

PR Assessment

Is your company prepared to be in the media? Many that we see at BAM Communications are not, but a number of start-ups are eager to be in the limelight to gain credibility and attention. Take this one minute assessment and we'll send your "PR readiness grade" plus tailored recommendations to get your company fully prepared for media exposure.

* Required

1. Do you have the following in place? Check all that apply: *

Check all that apply.

- Current media or press kit
- News or media section on website
- Bios and headshots of key members
- High resolution photos of product, founders, company, etc.
- Company Mission, Vision, and Core Values
- Case studies
- Working product (if applicable)
- Video assets of product, "how to," or other regarding the company (not clips from media interviews)
- Contact email for media or press on your Contact page
- We've got nothing
- Other: _____

2. Do you have customers who are or may be willing to talk with the media? Check all that apply: *

Check all that apply.

- We have customers, but haven't asked them about media opportunities
- We have customers and confirmation some would talk to media
- We do not have customers, yet
- We don't even know who to target as our customers, yet

3. Who could or does handle media internally? Check all that apply: *

Check all that apply.

- A marketing manager or CMO
- Founders
- Someone else
- The Company Dog or Mascot, for the time being

4. Who has had media training? Check all that apply: *

Check all that apply.

- A marketing manager or CMO
- C-Level staff
- Founders
- Umm...no one

5. Which of the following do you have coming up in 2017? Check all that apply: *

Check all that apply.

- Trade shows that we are attending
- Significant product or company launch
- Major partnership (with brand, customer, strategic investor)
- Funding
- Studies or data driven findings that will be released
- Conferences/trade shows that we are speaking at
- Acquisition
- Who knows?
- Other: _____

6. How is your product or offering distinct in the marketplace or industry? Check all that apply: *

Check all that apply.

- We have no direct competitors
- We have patents
- We are first in market
- We have a sizable lead in terms of users/customers
- Honestly, not that distinct
- Other: _____

7. "What are your expectations of PR?" (check all that apply) *

Check all that apply.

- Credibility
- Competitive Advantage
- Lots of downloads/customers/etc directly attributed to PR efforts
- Positioning for Sale/Fundraising/Strategic Partners
- Attracting Talent
- No Clue, probably would be neat to be in magazines and stuff
- Other: _____

8. In order for us to give your PR readiness grade, please include your name and email address: *

9. One last thing, who sent you this form? *

