

PUBLIC RELATIONS COUNSELING FIRM

PR AGENCY

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What is a PR agency?

PR AGENCY, ALSO KNOWN AS THE PUBLIC COUNSELING FIRM

TWO TYPES OF A PR AGENCY:

1. NON-SPECIALIZED AGENCY
2. AGENCY WORK FOR A SPECIFIC AREA OR INDUSTRY

Special Skills/Additional Beneficial Characteristics



- Strong Communicator
- Writing, Reading, and Grammar
- Knowledge and experience in the PR industry
- Social media/website design proficiency



- Graphic Design/Presentation platform knowledge
- Creativity
- Build and maintain relationships and an airtight reputation



- Multi-tasking
- Detail-oriented
- Ability to handle fast-paced and quick-changing environments

A Typical Workday at an Agency

- There is no such thing as a "typical" workday at an agency
- One of the benefits of working at a public relations agency as opposed to working in-house is that there is a large variety of tasks to do on a daily basis.
 - Writing press releases
 - Conducting client research
 - Planning special events
 - Attending client meetings and pitching ideas
 - Creating social media content
 - Monitoring social media and news sites
- Working at an agency is also not a 9 to 5 job. . Employees are expected to be able to respond to their clients at all times and work late hours.

ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- Mutually beneficial relationships created
- Positive brand image
- Cost-effective
- You get to experience all facets of PR

DISADVANTAGES

- A false image
- No guarantee to problem solve

REAL-LIFE AGENCY:

5W PUBLIC RELATIONS

WHAT IS 5W PR?



5W PR is an independently owned PR firm that focuses on bringing forward-thinking communications and lasting results to clients.

In 2020, 5W created a campaign where they tasked with evolving Sparkling Ice beyond beverage, expanding as a lifestyle brand and connecting with new audiences through a message of inclusivity and community. The brand launched its first-ever Cheers to You Town Beautification Program to celebrate small towns across the country.

