Buying Modern PR
A quick guide for communications, marketing, and procurement leaders

Get more value from your PR agency.

The right PR agency helps your organization earn trust and make sound decisions under pressure. Get more from the partnership by agreeing on the objectives, the scope, and how you will work together.

1 Start with the business need

Be clear about what needs to change: customer confidence, understanding of a major change, readiness for a reputational threat, etc. Set priorities with your business, communications, and procurement leads before defining the agency's work.

2 Remember, expertise is the product

You're hiring an agency for its judgment, creativity, relationships, and experience—not just its ability to execute tasks. Evaluate the proposed team's capabilities and the strategic value they bring to your business.

3 Agree on what success looks like

Choose a few measures that fit the initiative and connect to your business goals. Establish a starting point and a review schedule. Be clear about what the agency can influence and what also depends on your organization or market conditions.

4 Make the commerical agreement clear

Define the scope, responsibilities, fees, and how changes will be handled. Discuss payment timing separately from the price of the work. Make sure the budget supports the people and resources needed to deliver.

5 Actively manage the relationship

Give the agency access to the information and decision-makers it needs. Provide timely approvals and candid feedback. Review progress together and adjust as priorities change. Your participation helps the agency deliver better results.

Ask how AI improves the work

- Where does AI save time or improve quality?
- How do those gains benefit me?
- Who remains responsible for judgment, accuracy, and protecting my information?

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