

Global PR Survey 2020: The Results



Getting to the core of contact management

Since starting Prezly 10 years ago, one of the biggest pains we always hear about is contact management. From where to source info to the challenge of sharing lists within a team, the issues appear endless.

In the decade since, various tech has been developed to help tackle this issue, and yet the problem persists. Why? To find out, we had to start at the very source: we had to ask **you**.

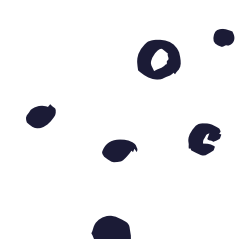
So, to everyone that made this research possible, from everyone on the team: **thank you**.

Looking at the results of this survey, the solution to contact management appears two-fold: we need to **upgrade the tools and the practices we use every day to win back time** so we can then use those hours to **nurture relationships**. We can also stand to be a little bit kinder to ourselves, and to each other.

This is just the first step. With the help of experts from around the globe, we plan to use this research to create guides and content to help you tackle your biggest frustrations, together.

Let's speak soon,

Jesse, **CEO & Founder of Prezly**



A look at the numbers



412 PR professionals

400 respondents can represent a population of up to 10,000,000 with a narrow $\pm 5\%$ margin of error



3,611 years' PR experience

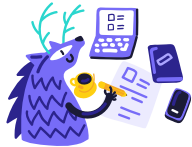
Altogether, this survey mines more than 3,611 years of combined PR experience from across the world



1,227,999 media contacts

Our respondents' media lists together account for more people than the population of London

Key findings



Social media is massively underused as a research tool: 80% of PRs still rely on manual research for sourcing contacts; only 2/5 use LinkedIn for their research, while just 1/5 use Twitter



Most PRs can save hours each week on updating contacts: Using spreadsheets for contact management costs you on average 5.4 hours a week, while a PR CRM takes just 3.4 hours



PRs are overly self-critical of their own performance: 61% of PR professionals believe they're doing a worse job than their peers when it comes to building relationships



"Keeping the database current" emerged as the biggest pain point, with 61% of the votes, while 45% elaborated to say it's the most frustrating part of their entire job.



Strong relationships remain the key to success: 92% of PR professionals agree that they get the best results from the contacts with whom they have nurtured a good relationship

Who took part in this research?

For this report, we surveyed **412 PR professionals** both in-house and agency, teams and consultants, who between them manage **1,227,999 media contacts**. Altogether, this research draws upon a combined **3,611 years of PR experience**.



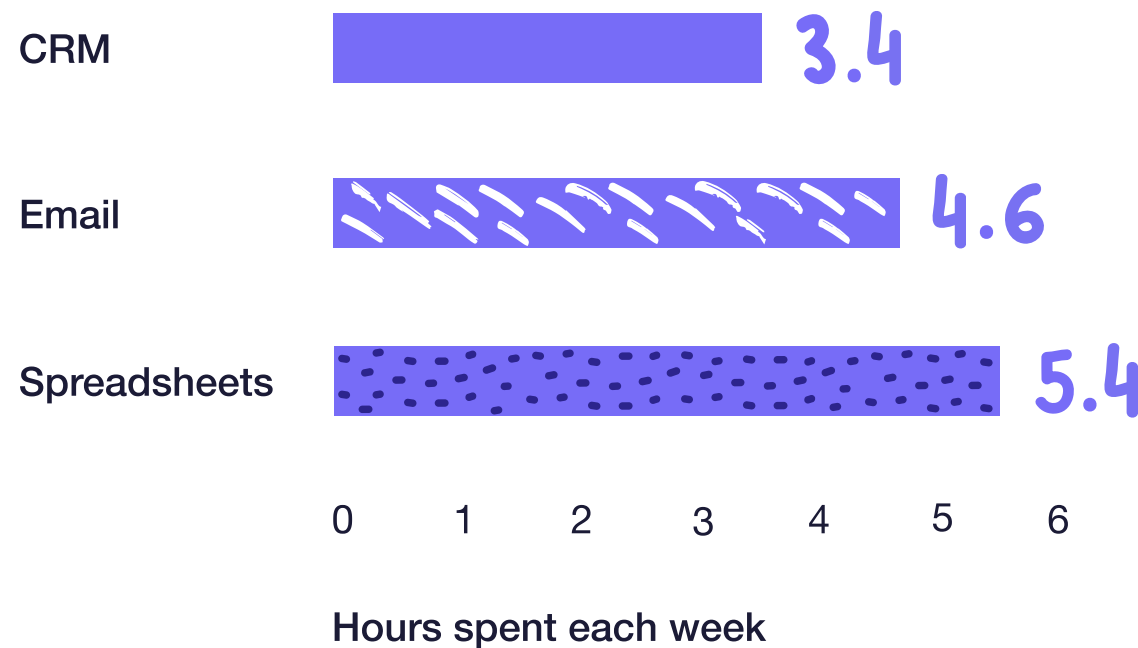
The biggest pain points identified

Given the below options, **2 out of 3 respondents** said that "keeping the database current" was the most painful contact management task; of these, **45%** consider this the most frustrating part of their entire job, and a further **23%** said it's definitely in the top 3.



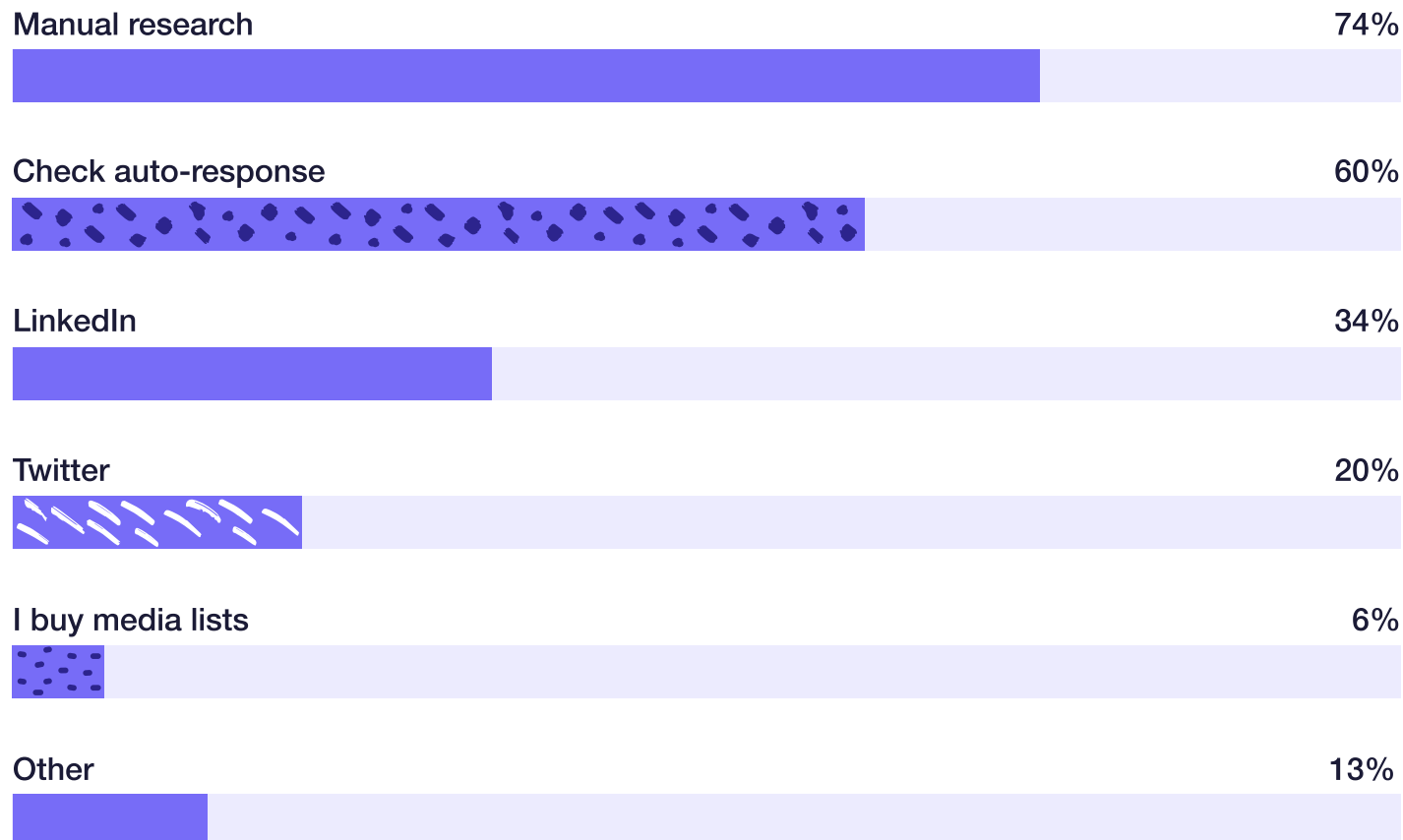
Most PRs can save hours each week on updating contacts

Of those who highlighted "keeping the database current" as their biggest pain point, almost **2 out of 3** spend **5.4 hours each week** using spreadsheets to manage their contacts. But that's nothing compared to those who use pen and paper, who lose a mammoth **15.8 hours each week** on keeping their contact lists up to date.



Social media is massively underused as a research tool

When asked what tools they use to source new media contacts, **80% of PRs** said they rely on manual research, such as going through articles and noting down details. Only **38% use LinkedIn** to find new contacts, and just **23% use Twitter**. The figures stay much the same for the tools they use to keep those lists updated:



Strong relationships remain the key to success

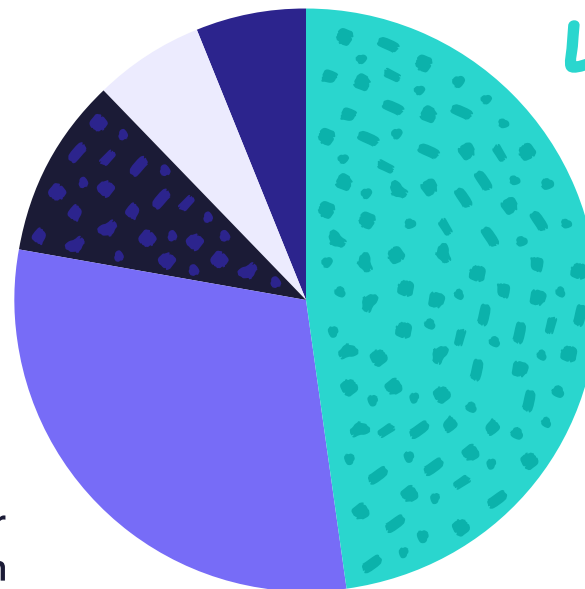
92% of PR professionals agree that they get the best results from the contacts with whom they have nurtured a good relationship – but what does a "good relationship" look like to our respondents?

6% They follow you when you move to another company/agency

10% You receive their personal contact details

30% They reply to your campaigns whether they're interested in the story or not

6% Other



48% They reach out to you for stories and updates



PR software for better, faster communication

This survey is run by the team of techs behind the **Prezly PR software**. In the increasingly complex world of modern public relations, **Prezly** seeks to create simplicity by arming brands with the tools to tell authentic stories.

Want to learn more about Prezly PR CRM? Contact:

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