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SUBJECT: MARKETING

TOPIC : PUBLIC RELATION

PUBLIC RELATION

Helps in Marketing

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Public Relations

Public relations is a crucial part of any marketing campaign. It helps to build brand awareness and credibility.

What is Public Relations?

Building relationships: PR focuses on fostering positive connections with key audiences, including media, customers, stakeholders, and communities.

Managing information: PR professionals strategically communicate brand messages and respond to inquiries, shaping public perception.

Influencing reputation: Proactive PR efforts build trust and credibility, leading to a positive brand image and reputation.



How PR Integrates with Marketing

Brand awareness: PR generates organic media coverage and thought leadership, increasing brand visibility and awareness.

Lead generation: Positive PR stories and influencer partnerships attract qualified leads and drive conversions.

Customer engagement: PR fosters authentic interactions with customers, building loyalty and advocacy.

Crisis management: Effective PR mitigates negative publicity and protects brand reputation during crises.





Key PR Strategies for Marketers

Media relations: Build relationships with journalists and secure positive media coverage.

Content marketing: Create valuable and engaging content that resonates with target audiences.

Social media engagement: Actively engage with followers on social media platforms.

Influencer marketing: Partner with relevant influencers to reach new audiences and build trust.

Events and sponsorships: Host or participate in events that align with your brand values.

Measuring the Impact of PR

Brand awareness: Track website traffic, social media mentions, and media coverage.

Brand sentiment: Monitor online reviews, social media comments, and news articles.

Sales: Track sales conversions and leads generated through PR efforts.



CONCLUSION

THE FUTURE OF PR IN MARKETING

Personalization: PR will become increasingly personalized, targeting specific audience segments with relevant messages.

Data-driven insights: Data analytics will play a more prominent role in measuring PR impact and guiding strategic decisions.

Integration with automation: Automation tools will streamline PR workflows and personalize outreach efforts.

Social impact: Brands will integrate social responsibility into their PR strategies, connecting with audiences on shared values.

THANK YOU