

Integrated marketing and communication

Class-MBA 4<sup>th</sup> sem.

## Unit-3

# What Is an Advertising Plan?

An advertising plan is a written strategy for how you plan to advertise your business. Advertising is any way you reach out to potential clients through media. Advertising may include newspaper ads, billboards, direct mail such as fliers or postcards and online advertisements through Google, Facebook or banner advertisements on Web sites relevant to your business.

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### **Writing a Plan**

Your advertising plan should include your advertising goals and how you will measure your results.

Your goal may be to bring more people into your store or more visitors to your Web site. It may be to increase sales of a specific product. An advertising plan doesn't necessarily have to be a formal document unless you're writing to present to others. Even then, your plan can be simple, addressing your goals, your budget, your audience and what you expect your advertising to accomplish.

### **Budget**

Your budget will heavily dictate the type of advertising in which you invest. Be careful not to over-invest before you know the type of return you get on your advertising. Consider investing a small amount in a few different types of advertising to determine which ads bring in additional customers or business. Make certain that your advertising budget doesn't eat into your operating expenses; advertising can take time to build.

### **Audience**

The type of advertising you choose should reflect the type of customers or clients you currently have. Ask your current clients what they read and what Web sites they visit. If your customers all read the local paper, for example, it makes sense to advertise there. If your customers haven't picked up a newspaper in years but all belong to Facebook, advertise on Facebook. If you cater to businesses, advertise in relevant trade publications.

## Message

Decide what you want your ads to do. You can drive customers to your physical business or to your Web site. You can let potential clients know about a sale. Be specific without being too wordy; people tend to skim ads, particularly those online. Include a relevant visual, such as a picture of your store or business logo.

If you're uncertain of how to word your ad, look at ads for similar businesses and note what you like and don't like. You can also consult an advertising professional for assistance.

# Elements of an Advertising Plan-

A good advertising plan should include the following sections:

1. **Situation analysis.** A review of problems and opportunities.
  - An advertising message should address a problem. You might think about this in terms of why more people do not access your services. Does the difficulty stem from a problem with your image, a lack of information, or from the potential client or referral source's perceptions or attitudes? List the problems.
  - Now, turn these problems into opportunities to shape your professional image, correct misinformation, educate the public and change perceptions. Describe how you will use the opportunities.
2. **Strategy statement.** The framework for your approach.
  - Clearly define your advertising goals. Be specific.
  - Report the annual revenue you generate and the market share you command for the services you provide in the geographic area you serve.
  - List the market shares of your competitors and brief statements describing the services they offer, their marketing strategies, and their advertising efforts. If you don't have this information, it is time to collect some data about the market you are working in.
  - Describe the services you offer. Include the results of any marketing research you have conducted, such as client satisfaction surveys and feedback, opinions and reactions from peers, colleagues and family members about your practice or your professional image. What if you don't have the information? You guessed it...time to collect more data.
  - Profile your target audience, including others who may influence the decision to seek your services — for example, potential referral sources and family members. Include demographics such as age, gender, education, income, and geographic distribution and psychographics such as lifestyle, interests, values and concerns.
  - Describe your competitive advantage, the benefit or value your services provide, your professional image and the niche you occupy in the marketplace.

For more information, read the following articles: "[Develop a Professional Image that Reflects Your Strengths](#)" and "[Have You Found a Niche?](#)"
3. **Creative plan.** The focus of your actual advertising message.
  - Use the information from your situation analysis and strategy statement to create an effective core message. Think about your marketing objectives, the

problems and opportunities that exist, your strengths and weaknesses and your target audience.

- Flesh out the details of how your core message will be executed in a way that will capture people's attention and be memorable. How should your advertisement look and feel? What content do you want to include? What tone do you want to convey?
- Basic approaches to the creative plan include promoting your practice in general, promoting a particular service you offer, focusing on educating and providing information, and attempting to associate a particular image or lifestyle with your practice.

4. **Promotion plan.** Identifying the best way to deliver your message to your target audience.

- Think about the most cost effective route. Will you use direct mail, an ad in the yellow pages, print advertising in local newspapers or magazine, radio spots, television?
- Also consider timing issues. Will you advertise year round, seasonally according to market needs or according to your business cycles (when you are busiest or slowest)? Do you want your ads to be spread out and appear at regular intervals or in more intensive clusters? A consultant can help you with these decisions and over time, you will fine-tune your advertising strategy based on the results of your previous efforts.
- In addition to advertising, which is just one part of your broader marketing strategy, think about other marketing approaches that can help get your message to your target audience.

For more information, visit the [Marketing & Building Your Practice](#) section or read the article titled "[Using Practice Consultants to Your Best Advantage.](#)"

5. **Evaluation.** How you measure the success of your advertising campaign. Success should be determined based on progress towards the objectives you defined in your strategy statement. Establish how you will regularly collect data on your progress and use the information gleaned to improve your advertising efforts in the future. The effects of advertising are cumulative and in the end, the success of your advertising is not really determined by how much revenue it generates, but rather how well it helps you build relationships with potential clients and referral sources.

6. **Budget.** Your advertising budget is part of your overall marketing budget. Balance is key. If you spend too little, you will not achieve your goals, but spending too much can waste resources. Consider the life cycle of your practice. New practices or services will require more advertising to build awareness. Similarly, growing your market share or working in a very competitive market will require more advertising. Your advertising budget is important because it will help determine:

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If you work in online marketing or even set foot near the industry, you've likely heard the term "*copywriting.*"

It's everywhere right now. Copywriting this, copywriting that. There's no escaping it.

As popular as the term is, though, many people still don't know the answer to the question, "*what is copywriting?*"

When strangers meet someone who introduces herself as a copywriter, they often nod enthusiastically and then say without a hint of comprehension, "*and what does that mean?*"

Or, they think it means you copyright legal songs for pay. Some people still conjure up images of journalists on a typewriter, or a reporter — while others think of tech or IT specialists.

Unfortunately, none of these hit the nail on the head.

So what is copywriting? And why is it such a big deal today?

Read on to learn more.

## What is Copywriting?

**Copywriting is the art and science of strategically crafting and publishing targeted, reader-focused words ("copy") online that get people to take some form of action.**

## 10 Steps to Effective Copywriting

Motivate your customer to buy with these 10 copywriting steps:

1. Exploit your product's benefits
2. Exploit your competition's weaknesses
3. Know your audience
4. Communicate W.I.I.F.M. (What's In It For Me?)
5. Focus on "you," not "we"
6. Understand your medium

## **7. Avoid T.M.I. (Too Much Information)**

## **8. Include a call to action**

## **9. C.Y.A. (Cover Your Ass)**

## **10. Proofread**

### **1. Exploit your product's benefits.**

The first step of the copywriting outline is the foundation for your advertising campaigns. A benefit is the value of your product to a customer. In other words, a benefit is what the product can do for a customer or how the product can help a customer. You need to put into words the reasons your product is the best available and better than your competitors' products based on the added value it provides to your customers. The key to success is for you to fully understand all the benefits of your product. Only then can you ensure that the audience knows them and can relate to them.

### **2. Exploit your competition's weaknesses.**

To write compelling copy, it is essential that you know what differentiates your product from the competition. Once you know your competitors' weaknesses, you must make sure your audience knows them and understands why buying your competitors' products would be a terrible mistake. Get started by thoroughly researching your competition and understanding what they offer in terms of products and services. Next, list the elements of their offerings that are inferior to your own. Feel free to tear the competition apart but be realistic in your comparisons. You want to be able to support your claims if you are challenged.

### **3. Know your audience.**

Every person in the world is not going to see every ad in the world. Each ad has a specific audience that will see it, and it's the marketer's job to find the best placement to ensure the target audience will see it. For example, an ad for skateboards placed in a local senior citizen housing association newsletter is not likely to generate a lot of sales. In fact, it would be a waste of advertising dollars. The target audience for skateboards is teenagers or young adults. The vast majority of senior citizens do not use skateboards, and it is not a product category in which they typically purchase gifts. Before you buy ad space, make sure you're spending your money in the right place to get the biggest bang for your buck in terms of exposure and building awareness of your product or service.

First, take the time to research your customers thoroughly. In most businesses, 20 percent of customers are responsible for 80 percent of sales (this is called the 80/20 rule in case you're curious about the official marketing terminology for this phenomenon). That 20 percent represents your best customer, and your job is to determine who that 20 percent is. Evaluate your customers and put together a demographic profile of your most valuable customer, so you can advertise in the best places to find similar people who are likely prospects. If you're a small business owner, you probably don't have a budget set aside to conduct a thorough research study and analysis of your customer base, so you'll have to improvise by using your own communication skills and visual investigation. Remember, you're trying to develop a basic profile of your target customer, not a CIA profile of each individual who buys your product. Do your best with the information you have.

There are many attributes you can use to develop a demographic profile of your customers. Following is a list of examples of traits to help you start your own demographic profiling initiative:

- Gender
- Age
- Ethnicity
- Family Status
- Income
- Occupation
- Interests

#### **4. Communicate W.I.I.F.M. (What's In It For Me?)**

There are a variety of reasons to create an advertisement or marketing piece. Before you write copy for your promotional piece, you need to understand your goals for that piece. What do you want to get in return? The copy you use in each ad or marketing piece will vary based on your goals for that promotion. While this book does not focus on the development of marketing plans and strategies, I will offer some examples of different objectives for ads or marketing pieces that, in turn, will affect the copy you use:

- Communicate a special offer
- Share information and raise awareness
- Generate leads

Your customers need to understand how your product or service is going to help them by making their lives easier, making them feel better, helping them save money, helping them save time, etc. In this step of the copywriting outline, you'll build on the work you've done so far by taking your product's features, benefits, and differentiators and *specifically* describing how they *directly* affect your target audience members' lives in positive ways. Remember the first tenet of copywriting-- *your product or service is far less important than its ability to fulfill your customers' needs.*

Answer your target audience's question "What's in it for me?" Remember, you're paying for your ad space and possibly graphic design too. Don't waste your money by placing an ad with ineffective copy that does not clearly tell your customers what they'll get by buying your product or service. Large companies with big advertising and marketing budgets can test snappy, cliché headlines and copy in an attempt to find the best way to catch their target audience's attention, but small and medium-size business owners typically have limited budgets. For smaller businesses that only have one chance to communicate their message, copy must be written so the message, including benefits and differentiators, is heard and understood by the target audience. There is no room in a small business owner's advertising budget to risk not getting that specific message across to the right people every time.

#### **5. Focus on "you," not "we."**

It is essential that you are aware of how you're addressing your customers in your copy. To do this, you need to understand pronoun usage. Think back to your school days. Remember your English teacher explaining first person, second person, and third person? As a refresher, *first person* (I, me, my, mine, we, us, our, ours) is the person speaking and *second person* (you, your, yours) is the person to whom one is speaking. It's essential that you write copy that speaks to your target audience and not at them--and not about you. Therefore, the majority of your copy in any ad or

marketing piece should be written in the second person. For example, do you prefer copy that says, "Through our first-rate sales department, we can deliver cars within 24 hours" or "You can drive your new car tomorrow"? While the first copy example focuses on the business, the second example focuses on customers and speaks directly to them. It's more personal, and thus, more effective.

Remember, writing in the second person helps your audience quickly connect the points in your copy to their own lives and allows them to personalize the advertisement or marketing piece. This is how the ad is connected to an individual customer's own life. By writing your copy so it focuses on the customer rather than yourself, the customer can personalize the ad and product you're selling and act accordingly.

## **6. Understand your medium.**

As you write your copy, be aware that each different medium where an ad is placed requires a different tone or style. Depending on where you're placing your ad, the copy you use changes based on the audience who will see the ad. Are you placing your ad in a local newspaper or on a billboard? Are you placing your ad in a woman's magazine or in a news magazine? Different media require different copy to most effectively persuade a particular audience to act. Furthermore, different types of marketing pieces require different types of copy. Remember, there are many ways to use copy to promote your business other than traditional advertisements. Use every possible and appropriate opportunity to communicate your marketing messages to your customers.

## **7. Avoid T.M.I. (Too Much Information)**

Never risk losing the attention of your audience by providing too much detail in your copy. Effective copywriting tells your audience what they need to know to act and make a purchase or how to contact you for more information. Extraneous details clutter the minds of your audience, which increases the possibility of them forgetting the most important aspects of your advertisement or marketing program. Unless you're advertising a prescription drug, highly technical equipment, or an exceedingly regulated or complicated product, the best rule to follow is K.I.S.S. (Keep It Simple, Stupid). You're spending a substantial amount of your advertising budget on placing each ad. With each ad, you only receive a small amount of space to get your message across to your audience. Wisely use that pricey real estate to ensure you get the highest return on your investment.

## **8. Include a call to action.**

The goal of any ad or marketing piece is to elicit some kind of response from the audience who sees it. A call to action is the element of copy that tells an audience how you want them to respond to your advertisement or marketing piece. Typically, the call to action creates a sense of urgency around a message and provides instructions on what to do next. For example, a call to action might tell the audience to call the advertiser or visit their store or website.

Including a call to action is by far the most important aspect of effective copywriting. It is essential that you make it easy for your audience to act on your ad or marketing message. You already persuaded them to want your product by following Step 1 through Step 7 of the copywriting outline and by writing influential copy. Now you must make sure your audience can respond easily to your ad and buy your product by compelling them to act.

To start, make sure the sentence structure of your copywriting is in an active rather than passive voice. The reason for this is simple. Copy that you write in the active voice is by definition action-oriented, while copy that you write in the passive voice talks about the action in a remote manner.

To further explain, when you write a sentence in the active voice, the subject of the sentence *performs* the action of the verb in the sentence. On the other hand, if you write a sentence in the passive voice, the subject of the sentence *receives* the action from the verb of the sentence.

The second step in creating an effective call to action in your copy is developing a sense of urgency. Your goal in advertising is to create awareness of your product or service and, ultimately, boost sales. When do you want to do that? Do you want your customers to act tomorrow, next month, or next year? If you're spending money on advertising now, you most likely want your customers to act now. If that's the case, your copy needs to tell them to get off the couch and get into your store now. There are many words and phrases you can add to your copy to create a sense of urgency.

### **9. C.Y.A. (Cover Your Ass)**

While large companies have legal departments that review copy to ensure it does not expose the company to potential problems, smaller companies don't usually have the budget to seek the opinion of an attorney for each ad they run or marketing piece they print. However, that doesn't mean small business owners have any less responsibility for producing ads and marketing pieces that are honest and not considered deceptive. Most small business owners are sole proprietors meaning if they lose a lawsuit, not only can their business assets be used to satisfy a plaintiff's claim, but their personal assets can be targeted as well. When you're writing copy, consider if claims that you can't prove in your copy (or can't provide appropriate disclaimers for) are worth it once you weigh the risk vs. the potential reward.

Aside from opening yourself up to possible litigation, exaggerating or falsifying claims about your product or your competition is unethical and a bad business practice. If you're caught in a lie (no matter how small), word will spread quickly, and your reputation could be irreparably damaged. Again, weigh the risk vs. the potential reward before you advertise using claims you can't prove.

Be careful of using words superlatives such as the examples in the following list:

- Free
- Guaranteed
- Best, lowest, fastest, etc.
- Or your money back
- Risk-free
- No risk
- No purchase necessary
- No cost
- No obligation
- No investment
- 100 percent
- Promise
- No questions asked

### **10. Proofread.**

It is critical that you accurately proofread your copy. One of the quickest ways to lose credibility in advertising is to allow grammatical or spelling errors to appear in your advertisement or marketing pieces. Customers translate carelessness in ads into carelessness in products and service. They ask themselves, "If this company doesn't care enough to produce an ad without errors, how likely are

they to care about taking care of me?" Professional businesses produce professional quality ads and ad copy, and that means their copy has been proofread again and again and is error free.

## Media strategy –

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**Media strategy**, as used in the [advertising](#) or [content delivery](#) (online broadcasting) industries, is concerned with how messages will be delivered to [consumers](#) or [niche markets](#). It involves: identifying the characteristics of the target audience or market, who should receive messages and defining the characteristics of the [media](#) that will be used for the delivery of the messages, with the intent being to influence the behavior of the [target audience](#) or market pertinent to the initial brief. Examples of such strategies today have revolved around an [Integrated Marketing Communications](#) approach whereby multiple channels of media are used i.e. [advertising](#), [public relations](#), events, [direct response media](#), etc.

This concept has been used among proponents of [entertainment](#)-education programming where pro-social messages are embedded into dramatic episodic programs to change the audiences attitudes and behaviors in such areas as [family planning](#), [literacy](#), [nutrition](#), [smoking](#), etc.

## What is Web Advertising?

Generally speaking, web advertising is any form of Internet-based marketing. When we say any form, we mean anytime your company participates on the web. Because remember, marketing doesn't just happen when you're paying for it or actively pursuing it. This means web advertising includes: email campaigns, [social media activity](#), your [website](#), and your [blog](#).

## Importance of web Advertising-

The advancement of the World Wide Web since the last ten years has completely changed the advertising landscape.

Online advertising is evolving rapidly with time. Nearly half of the world's population uses the Internet and people of all age groups are connected to the web. Online advertising is mainly done to expand business on a large scale. It is all inclusive, affordable and easy to handle. Also, it provides multiple opportunities for both small and large firms to enhance their sales in an efficacious manner.

Let's have a look at six major benefits of online advertising.

### Global Reach

Through Internet advertising, you can highlight your business beyond your local area and reach out to your target audience worldwide. You don't have to travel anywhere to expand your business; you can easily connect with your audience with the help of the Internet. With this, your business will be accessible to millions of clients. Prospects may later turn

into your customers and help you gain more profits. As your business widens its reach on the Internet, it will have more prospects and leads in future and ensure more profits.

## Cost Effective

One of the greatest benefits of online advertising is its cost effectiveness. Unlike other conventional methods you don't have to spend millions of dollars to promote your products and services. It's inexpensive and affordable for marketers to promote their business online.

## Target Audience

Online advertising helps you find the right audience. It targets the ones who are more likely to be interested in what you're selling. Online advertising tools such as, online display ads, social media ads like Facebook and Twitter Ads, video ads make it easier to reach your target audience. This will further help you in generating more leads and making your campaigns more effective and profitable.

## Engage Your Customers

The Internet is the best platform to keep your target audience engaged. Do thorough research on your target audience and find out what type of products and services they are looking for and what they think about your products. Plan your ad campaigns accordingly.

## Access to Data

With the help of online analytics tools, you can decipher which strategies are working for you and which are not. You can analyze customer data such as keyword data and can further make the required changes. You can easily track the conversion and measure the effectiveness of your campaign. This data helps you identify areas for improvement in your ads and advertising strategy as well.

## Fast and Easy

Unlike traditional advertising methods, online advertising is fast and easy. Traditional advertising procedure is too long and consumes much time. But in online advertising the moment you start your ad campaign, you start receiving qualified leads. This allows you to reach your goals quickly.

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# Outdoor Advertising-

## What is Outdoor Advertising?

Outdoor advertising, also known as out-of-home advertising, is advertising that reaches consumers when they are outside their homes. The Outdoor Advertising Association of America says that's where consumers spend 70 percent of their time.

## Types of Outdoor Advertising

The most commonly known type of outdoor advertising is the billboard. Common forms of outdoor advertising today fall into three categories:

### 1. Billboard Advertising

Most people are familiar with billboard advertising, regardless of where they live or travel. Billboards are placed next to high-traffic highways as well as along less-traveled roads in non-urban areas. Drivers see them almost anywhere because they are an efficient and cost-effective means of communicating information that is geographically important – the location of the closest chain fast food restaurant on the route, the nearest motel, or campgrounds at the next exit.

### 2. Street Furniture

A bit of a misnomer, “street furniture” applies not just to bus or park benches but also to bus shelters, newsracks, and telephone kiosks, among others.

### 3. Transit

Ads on the sides of busses are the most common form of transit outdoor advertising, but outdoor advertising is common in subway stations and within subway cars, in taxis, along airport walkways, and wrapped around vehicles – one of the newer trends.

# Other Forms of Outdoor Advertising

Advertising seems to follow consumers wherever they go – in supermarket shopping carts, in sports arenas, and in health clubs. They can be high-tech – think digital – or low tech – think personal-computer generated mini-posters offering dog-walking services pinned to a coffee shop bulletin board.

## Digital Outdoor Advertising

Also known as digital signage, digital outdoor advertising is a specific type that uses electronic technology to change what's displayed on a screen. Digital billboards feature messages from a handful of advertisers that rotate every six to eight seconds. Other digital signs might be free-standing on an urban sidewalk or courtside at a college basketball game.

## For Small Businesses

The most important outdoor ad for any small brick and mortar business is its built-in outdoor advertising: exterior signage. Business owners want crisp, clear signage that communicates well from a distance. While it should convey the company's brand image, it should also help the business get discovered and found.

## Unit-4 -

# Sales Promotion: Meaning, Definition, Objectives and Importance of Sales Promotion

### *Meaning and Definition:*

Sales promotion refers to 'those marketing activities that stimulate consumer shows and expositions.

Purchasing and dealer effectiveness such as displays, demonstration and various non- recurrent selling efforts not in the ordinary routine.”

According to A.H.R. Delens: “Sales promotion means any steps that are taken for the purpose of obtaining an increasing sale. Often this term refers specially to selling efforts that are designed to supplement personal selling and advertising and by co-ordination helps them to become more effective.”

In the words of Roger A. Strong, “Sales promotion includes all forms of sponsored communication apart from activities associated with personal selling. It, thus includes trade shows and exhibits, combining, sampling, premiums, trade, allowances, sales and dealer incentives, set of packs, consumer education and demonstration activities, rebates, bonus, packs, point of purchase material and direct mail.”

*Objectives of Sales Promotion:*

Sales promotion is a vital bridge or a connecting link between personal selling and advertising.

**Sales promotion activities are undertaken to achieve the following objectives:-**

1. To increase sales by publicity through the media which are complementary to press and poster advertising.
2. To disseminate information through salesmen, dealers etc., so as to ensure the product getting into satisfactory use by the ultimate consumers.
3. To stimulate customers to make purchases at the point of purchase.

4. To prompt existing customers to buy more.
5. To introduce new products.
6. To attract new customers.
7. To meet competition from others effectively.
8. To check seasonal decline in the volume of sales.

### *Importance of Sales Promotion:*

#### ADVERTISEMENTS:

The importance of sales promotion has increased tremendously in the modern times. Lakhs of rupees are being spent on sales promotional activities to attract the consumers in our country and also in other countries of the world.

Some large companies have also begun to appoint sales promotion managers to handle miscellaneous promotional tools. All these facts show that the importance of sales promotion activities is increasing at a faster rate.

## What is Direct Marketing? Benefits, Steps and Examples of Direct Marketing-

# What is direct marketing?

**Direct marketing is a type of advertising campaign** that seeks to bring an action in a selected group of consumers (such as an order, visit the store or the website of the mark or a request for information) in response a communication by the marketer. This communication can take many different formats, such as postal mail, telemarketing, point of sale ... **One of the most interesting is the direct email marketing.**

An essential aspect of direct marketing is that the **consumer response is measurable**: for example, if you offer a discount for an online store, you should include some kind of cookie or pixel to let you know if the user has made use of the code.

## Benefits of direct marketing

Direct marketing **allows you to promote your product or service directly to your target** people most in need and measure results quickly, but there is more. These are some of the benefits the digital direct marketing can bring to your brand:

- **Take the segmentation and targeting.** One of the great advantages of this type of marketing is that you can reach your specific audience segments with personalized messages. If you want to succeed, you should invest time in research to identify consumers most likely to convert and thus direct your efforts to actions that really work.

- **Optimize your marketing budget.** Addressing online direct marketing to a specific audience allows you to set realistic goals and improve your sales on a tight budget. If you optimize and properly direct your campaign, you will achieve results with only a small percentage of the cost of traditional advertising.
- **Increase your sales with current and former clients.** Digital direct marketing lets you communicate with your current customers to keep alive the relationship bringing value, but also back in touch with old customers and generate new sales opportunities.
- **Upgrade your loyalty strategies.** Direct contact with your customers allows you to customize your promotions, emails and offers to create an instant bond. To maximize results, you can combine your direct marketing methods your loyalty program.
- **Create new business opportunities.** Direct marketing allows you to adapt to market demands at all times and respond more effectively.
- **Tests and analyzes the results.** Direct response campaigns give you the opportunity to directly measure your results. Take the opportunity to squeeze the most of your tests and make decisions in real time.

## 3 Examples of Direct Marketing

The most **powerful and innovative direct marketing strategies** want to elicit a reaction in the target audience thanks to a content delivered directly to the consumer, both physically and through the email marketing. A very striking

graphic design (email), a product that is not surprising (direct mail) or a call that touches the heartstrings of the listener (telemarketing), can elicit a response as a call to action on the content. As already explained above in the Numerical blog is [what direct marketing is and its benefits](#), today you'll discover three great examples of direct marketing.

# What Is Public Relations? PR Functions, Types, & Examples-

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## What Is Public Relations?

Public relations is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public.

A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

## Objective Of Public Relations

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers,

partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

## Functions Of Public Relations

Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. They rather promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs.

Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. It has a third party validation and hence isn't viewed with scepticism by the public.

The functions of public relations manager and public relations agencies include:

1. Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
2. Drafting strategies to support brand's every campaign and new move through editorial content.
3. Writing and distributing press releases.
4. Speechwriting.
5. Planning and executing special public outreach and media relations events.
6. Writing content for the web (internal and external websites).
7. Developing a crisis public relations strategy.
8. Handling the social media presence of the brand and responding to public reviews on social media websites.
9. Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility.
10. Dealing with government and legislative agencies on behalf of the organization.
11. Dealing with public groups and other organizations with regard to social and other policies of the organization and legislation of the government.
12. Handling investor relations.

# Types Of Public Relations

According to the functions of the public relations department/agencies, public relations can be divided into 7 types. These are:

- **Media Relations:** Establishing a good relationship with the media organizations and acting as their content source.
- **Investor Relations:** Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.
- **Government Relations:** Representing the brand to the government with regard to the fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.
- **Community Relations:** Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.
- **Internal Relations:** Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility. Cooperating with them during special product launches and events.
- **Customer Relations:** Handling relationships with the [target market](#) and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.
- **Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, [brand awareness, image, and positioning](#).

## Public Relations Examples

PR stunts or strategies range from donating to an affected community to running a brand activation stunt in a mall. Some of the examples of successful public relations campaigns are:

### Google's Fight Ebola Campaign

The outbreak of Ebola virus in 2014 was critical as it was spread among many countries and took many lives. Google, to help the people in need and to build up a

positive brand image, started a donation campaign where it pledged to give \$2 for every \$1 donated to the cause through its website.

The public relations strategy attracted the media attention and resulted to be a huge success as Google raised \$7.5 million.

## Paramount Pictures The Ring Publicity Stunt

Paramount Pictures, to promote its new horror franchise, The Ring, and to get more user attention, took a step forward and planned a publicity stunt where the protagonist haunted the people in a real-life scenario.

The film's most iconic scene of Samara crawling out of the TV set was recreated in a TV showroom where the protagonist came crawling out of the hidden compartment behind a TV screen and scared people.

The stunt went viral and the video received over 10 million views on Facebook.

## Just Eat & A Sick Customer

Just Eat is an online food ordering application which lets users add comments to their orders to inform the delivery person about the right address or to leave the order to the neighbour etc.

One unwell customer tried her luck to see if she could get the delivery person to stop en-route and get her some medicines. She wrote:

*Will you please stop in the Spar on the way and get me some Benylin cold and flu tablets and I'll give you the money. Only ordering food so I can get the tablets. I'm sick xx.*

The delivery person delivered both and this public relations stunt went viral over the media.

## Advantages Of Public Relations

- **Credibility:** Public trusts the message coming from a trusted third party more than the advertised content.

- **Reach:** A good public relations strategy can attract many news outlets, exposing the content to a large audience.
- **Cost effectiveness:** Public relations is a cost effective technique to reach large audience as compared to paid promotion.

## Disadvantages Of Public Relations

- **No Direct Control:** Unlike paid media, there isn't a direct control over the content distributed through the earned media. This is the biggest risk of investing in public relations.
- **Hard To Measure Success:** It is really hard to measure and evaluate the effectiveness of a PR campaign.
- **No Guaranteed Results:** Publishing of a press release isn't guaranteed as the brand doesn't pay for it. The media outlet publishes it only if it feels that it'll attract its target audience.

## Importance Of Public Relations

With over 63% of the value of most companies dependent on their public image, public relations has become a very important topic today for numerous reasons:

### Builds Up The Brand Image

The brand image gets a boost when the target customers get to know about it through a third party media outlet. A good public relations strategy help the brand builds up its image in a way it wants to.

### It's Opportunistic

Public relations strategies make the brand capitalize on the opportunities. Google was in the news for donating to Ebola. Facebook promoted LGBTQ rights. Coca-Cola did a PR stunt against obesity.

These opportunities even attract many influencers to share the brand story to their followers.

### Promote Brand Values

PR is used to send out positive messages which are in line with the brand's value and its image. This builds up the brand's reputation.

# Strengthen Community Relations

PR strategies are used to convey that the brand is as much part of the society as the target audience. This builds up a strong relationship of the brand with the public.

- **Global marketing communication –**

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Big businesses usually have offices abroad for countries they market to. Currently, with the proliferation of the internet, even small businesses can reach consumers anywhere in the world. If a business chooses not to extend internationally, it can face domestic competition from international companies that are extending their international presence. The presence of this competition almost makes it a requirement for many businesses to have an international presence.

There are many **benefits of global marketing**, when it is done right.

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- Third, you **increase consumer awareness of your brand** and product or service. Through the internet, consumers can keep track of your progress in the world.
- Finally, global marketing can **reduce your costs and increase your savings**. In focusing on other markets, you can attain economies of scale and range by standardizing your processes – not to mention the savings that you get when you leverage the internet!

Companies evolving towards global marketing are actually quite gradual. The first stage has the company concentrating on the domestic side, with its activities focused on their home market. Stage two has the company still focusing domestically but has exports. By stage three, the company has realized that they need to adapt their marketing geared towards overseas. The concentration moves from multinational. Thus, adaption has become crucial. The fourth and last stage has the company creating value when it extends its programs and products to serve worldwide markets. Definitely, there are no definite time periods to this evolution process.



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In order to develop your campaign globally, there are a few things you should keep in mind. You have to know the market, you have to [create a marketing plan](#), you should tailor fit your approach to marketing, and you should localize your communications.

## Know Your Market

As soon as your company decides to extend your marketing worldwide, you have to understand the context of where you will be working. Every region has various behaviors and norms as it deals with marketing messages; how people would like to be contacted; and what is appropriate for that place, and the like.

You have to make sure that you research how the market will respond to the marketing strategy you have, so you can get much leverage from your new market.

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Becoming successful worldwide is not merely altering your language. You have to make your global [marketing plan](#) consistent with your local efforts. Yet it still needs to be customized, according to your regional knowledge. Once you have an insight of the global environment, draft a marketing plan that details your actions.

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Keep in mind that what may have worked for your local audience may not translate as well to your foreign audience. Try to adapt your initiatives to your audience, giving them a tailor fit experience. Definitely, what works for one country may not work for another.

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It is not only relevant to know the language and cultural hurdles and adjusting your communications for every market, it is also critical to know all the [cultural references](#) and relevant holidays and events. You need to create a more personalized experience.

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## GLOBAL MARKETING ISSUES AND MISTAKES

Companies, especially their marketing teams, often face the following issues and mistakes when expanding worldwide. These can become hurdles in achieving international success.

### Non-Specification of Countries

Many businesspersons usually think of foreign markets vaguely, like they want to shift to Asia or they want to increase their growth by offering their products to Europe. It is problematic to take things too simply. Europe can mean the [European Union](#), Western Europe, Eastern Europe, and so on and so forth. Consumers always identify themselves at the local level and marketing teams have to remember that each country has its own norms, laws, payment types, and particular business practices.

By being specific in the start, companies can prioritize the markets they want to get into, generate a staffing plan, and allocate the budget. These are all important for a business to attain its global objectives.

### No Focus on Internal Information

You have to conduct specialized and complicated market research when you are going to create a global market entry strategy. You would need to consider the potential opportunity in the market, how easy or hard it would be for your business to work in that market, and how successful you already are in the market.

There are a lot of companies that concentrated on outside data to help their decision-making, as described above. Nonetheless, you can simply use your own internal information to get the data, on whether there is a strong fit between your product or service and the market. Remember that data from third parties do not understand your company or even know your consumer. Only you have the best input on this.

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Case in point, for Brazil, marketing campaigns are more successful through Facebook because of its popularity there. However, in Latin America, you can draw in a bigger audience through Twitter. Hence, you may need to check which channels give you the best results through market research.

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These individuals are significant because they know their country and your company. Since one of the biggest issues businesses face when including local input is communication, the marketing team must have a system that guarantees that local perspectives are gathered and distributed often.

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Kentucky Fried Chicken was able to do something quite interesting. In Japan, they were able to connect their products with Christmas. So every Christmas, Japanese line up at their nearest KFC for some chicken!

# McDonald's

Even though McDonald's keeps its branding consistent, McDonald's tries to bring in some [local flavor to particular menu items](#). McDonald's has the McArabia in the Middle East—this is a flatbread sandwich. It also introduced France to its macaroons and included the McSpaghetti in the Philippines. In Mexico, they have a green chili cheeseburger and in South Korea, they have bulgogi burgers.

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A leading smoothie company in the United Kingdom, [Innocent Drinks](#) can be found in 13 countries all over Europe. Even with its wide reach, they still maintain consistent branding.

## Kentucky Fried Chicken

Kentucky Fried Chicken was able to do something quite interesting. In Japan, they were able to connect their products with Christmas. So every Christmas, Japanese line up at their nearest KFC for some chicken!

## McDonald's

Even though McDonald's keeps its branding consistent, McDonald's tries to bring in some [local flavor to particular menu items](#). McDonald's has the McArabia in the Middle East—this is a flatbread sandwich. It also introduced France to its macaroons and included the McSpaghetti in the Philippines. In Mexico, they have a green chili cheeseburger and in South Korea, they have bulgogi burgers.

## Nike

Nike has evolved his international presence by carefully selecting international sponsorships.

Even though spending for sponsorships is quite unpredictable, demand costs usually rise sharply because of triggers such as tournaments and championships. This has captured the attention of the international arena.

## Red Bull

One of Red Bull's successful techniques is hosting extreme sports in the world. They have the Red Bull Air Race in the U.K., the Red Bull Soapbox Race in Jordan, and the [Red Bull Indianapolis Grand Prix](#).

## Starbucks

Starbucks adjusts its menu for local tastes. For Hong Kong, they have [Dragon Dumplings](#), for example. The company has had a wide reputation for the engagement of local cultures.

## Unger and Kowitt

[Unger and Kowitt](#) is a law firm that focuses on traffic tickets in Fort Lauderdale, Florida. Although its focus is in Florida, the business knows that the U.S. has many languages and cultures. So its website is translated to English, Portuguese, Spanish, and Creole.

## World Wildlife Foundation

The World Wildlife Foundation or the WWF is known for its [Earth Hour](#) initiative and moved it to the mobile audience of Norway. Earth Hour is an international voluntary event wherein participants turn their lights off for 1 hour to show the ease of fighting climate change. Since Norway experiences long daylight hours, it is a great candidate for WWF's initiative.

By using [Mobiento](#), a digital agency, the WWF positioned their Blackout Banner on the top media sites of Norway. When someone would finger swipe on the black screen, it would gradually show the countdown for Earth Hour. This banner got around a million impressions. The campaign also received marketing awards for its ingenuity.

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