

A photograph showing several stacks of coins on a white surface. The stacks are arranged in a descending order from left to right. The top stack is silver, followed by a stack of gold coins, and then another stack of silver coins. In the foreground, a few individual silver coins are scattered, including one that is clearly visible showing the profile of George Washington and the word 'LIBERTY'.

Managing The Firm for Profit
#Serving the Client & Measuring Satisfaction
#Managing Good & Bad Times

What Does PR Do?

Build market excitement before media ads break

Create ad news where there is no product news

Introduce a product with little or no advertising

Provide a value-added customer service

Build brand-to-customer bonds

Improve ROI

The Importance of PR

1. PR increases/boosts brand credibility
2. PR increase profits, sales and leads
3. PR changes the way people think about a business/ organization
4. PR saves money on marketing
5. PR loves/cooperates well with marketing
6. PR is more effective than advertising
7. PR stretches the budget
8. PR creates long-lasting relationships
9. Good PR strategies prevent problems
10. PR enhances online presence

Relationships in PR

- ✓ Employee Relations
- ✓ Customer/Consumer relations
- ✓ Supplier relations
- ✓ Partner/Alliance Relations
- ✓ Community Relations
- ✓ Legislator/Regulator Relations
- ✓ Interest/Activist Group Relations
- ✓ Media relations



How to Maintain Relationships

- Positivity
- Openness and Disclosure
- Access
- Sharing of Tasks
- Networking



Relationships Outcomes

1. *Trust*
2. *Control mutuality*
3. *Commitment*
4. *Satisfaction*
5. *Communal*
6. *Exchange*



Assignment

1. Seeking the company which gets benefits from PR during the pandemic of covid-19.
2. Doing analysis
3. By giving real examples, evidences, and proofs.
4. In Group of Final Exam



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