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Corporate PR & Marketing PR

Pengantar PR Korporat

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The Challenge of Public Relations

- PR is multifaceted.
 - A public relations professionals must have skills in
 - Written and interpersonal communication
 - Content production
 - Variety of media experience
 - Research
 - Negotiation
 - Creativity
 - Logistics
 - Facilitation
 - Problem solving

It's not just intuition or guessing

- Research
- Target market
- Business analysis, like SWOT
- Knowledge of trends, events
- Strategic planning
- Knowledge of media
- Execution
- analytics

The Components of Public Relations

- ✓ Counseling
- ✓ Research
- ✓ Media relations
- ✓ Publicity
- ✓ Employee/member relations
- ✓ Community relations
- ✓ Public affairs
- ✓ Government affairs
- ✓ Crisis Communication
- ✓ Issue management
- ✓ Financial relations
- ✓ Industry relations
- ✓ Development/Fund-raising
- ✓ Multicultural relations/workplace diversity
- ✓ Special events
- ✓ Marketing communications

Differences between Journalism and PR

Journalists

- ✓ Use only two components (writing and media relations)
- ✓ Are objective observers
- ✓ Focus on a mass audience
- ✓ Use only one channel

PR Professionals

- ✓ Use many components
- ✓ Are advocates
- ✓ Focus on defined publics
- ✓ Use a variety of channels

Differences between Advertising and PR

Advertising

- Works through mass media outlets
- Addresses external audiences
- Is a communications function
- Is a communication tool in PR
- Sells goods and services
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Public Relations

- Relies on a variety of communication tools
- Targets specialized audiences
- Is broader in scope
- Fills a support role
- Creates a favorable environment for an organization's survival

What Do You Think?

- ◆ How can PR activities fulfill marketing objectives?

Examples...→

How PR Supports Marketing

- Eight ways public relations supports marketing
 - Develops new prospects
 - Provides third party endorsements
 - Generates sales leads
 - Paves the way for sales calls
 - Stretches dollars
 - Provides inexpensive literature
 - Establishes credibility
 - Helps sell minor products

Differences between Marketing and PR

Marketing

- Is concerned with customers and selling products or services
- Deals with target market, consumers, and customers

Public Relations

- Is concerned with building relationships and generating goodwill
- Deals with publics, audiences, and stakeholders

Public relations and Journalism: Differences

→ Scope

Public relations has many components; journalism has only two.

→ Objectives

Journalists are objective observers; public relations personnel are advocates.

→ Audiences

Journalists focus on a mass audience; public relations professionals focus on defined publics.

→ Channels

Journalists use only one channel; public relations uses a variety of channels.

Public relations and Advertising: Differences

→ Tools

Advertising works through mass media; public relations relies on a variety of tools.

→ Audience

Advertising addresses external audiences; public relations targets *specialized* audiences.

→ Scope

Advertising is a communications function; public relations is broader in scope.

→ Function

Advertising is a tool; public relations fills a support role.

Public relations and Marketing: Differences

→ Focus

Public relations is concerned with relationships; marketing sells products or services.

→ Language

Different words are used by each profession to express similar meanings.

→ Method

Public relations relies on two-way dialogue; marketing relies on persuasion.

By Definition

Marketing – Enables the effort

Public Relations – Influences

Advertising – Promotes the offer

Sales - Writes the order

Marketing

Marketing is knowing your customer.

It is finding out what people want, why they want it and how much they'll spend.

Socially, marketing is the link between a society's material requirements and its economic patterns of response.

Don't confuse marketing with advertising.

Marketing

The three main elements of marketing are:

1. Research the market and customer
2. Prospect the market
3. Communicate at all touch points

Public Relations

The three main elements of PR are:

- Informing people
- Persuading people
- Integrating people

Only you can't buy the space

Marketing vs PR

While Sales and PR share a job of market research (Marketing), PR focuses more efforts to sell what the company already has.

This means that PR is more aligned with the needs of Sales.

This doesn't mean PR is a function of sales.

Marketing

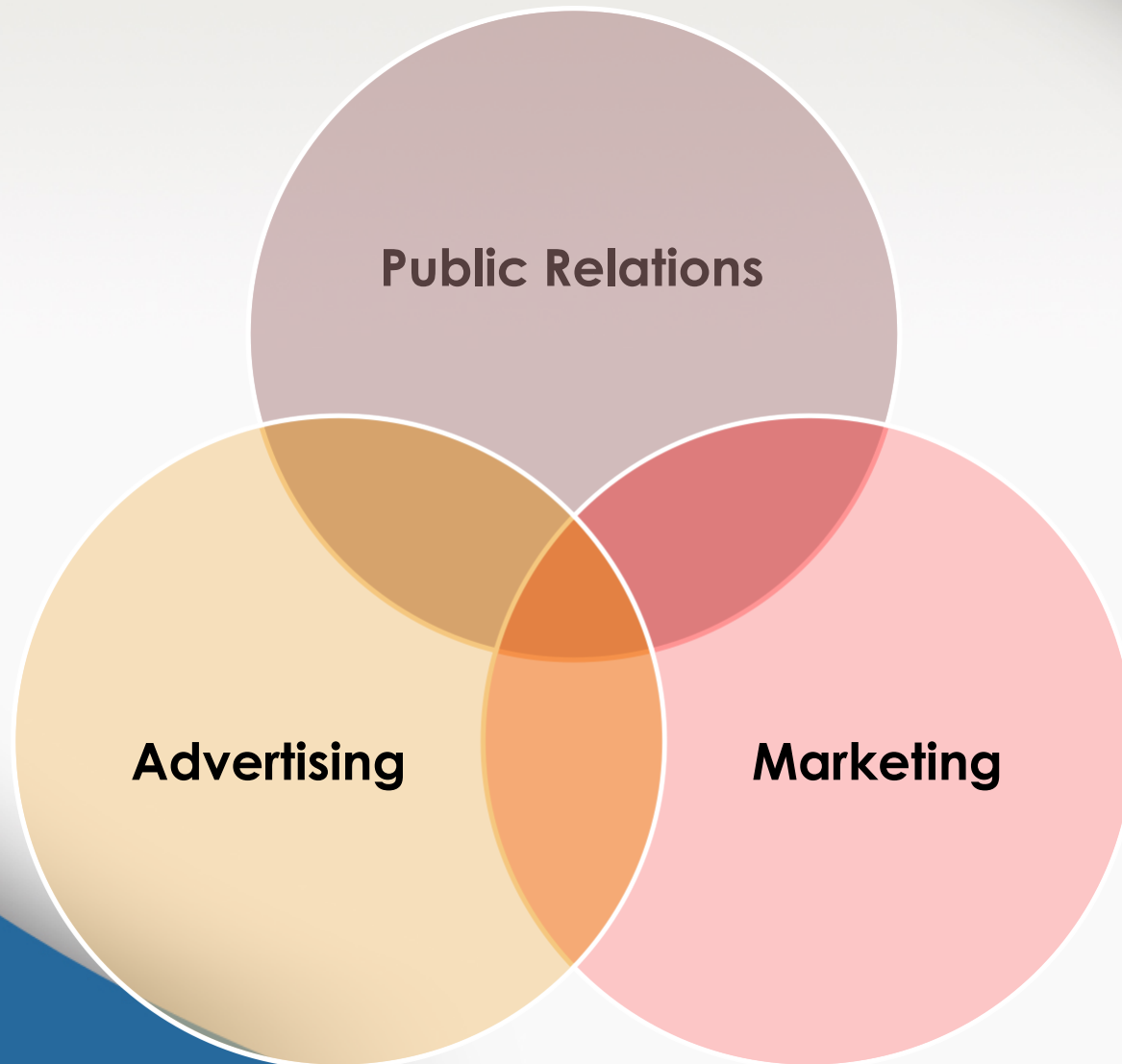
...is the management function that identifies human needs and wants, offers products and services to satisfy those demands, and causes transactions that deliver products and services in exchange for something of value to the provider.

PR Supports Marketing

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An Integrated Perspective



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