



GENERATING BUZZ: THE BENEFITS OF PUBLIC RELATIONS MARKETING

Public Relations Marketing Overview

The key to the success of any business lies in having a plan for effective public relations marketing in place. Whether a business is centered around real estate, product sales, service providing or education and training, the benefits of public relations marketing can be clearly identified by increased revenues on the bottom line. Regardless of the quality of the product or service being offered, if people don't know it exists, they won't be able to purchase it. Successful public relations marketing can generate goodwill relationships with customers, advertise sales and specials to attract new business, and put smaller companies on the map using public and media contacts. Developing good public relations is a great way to increase your business and profits.

Who Uses Public Relations Marketing?

Many large corporations have specific departments devoted exclusively to public relations, but most smaller businesses do not have the resources available to generate their own public relations marketing. Because of this, it is often beneficial for such companies to hire an external public relations marketing firm. The cost of contracting a public relations service can be quickly recouped by the profits from the new customers that the P.R. firm will draw to a business. Implementing a public relations marketing strategy is a quick way to get the word out on new products, services or businesses in the marketplace. Hiring an independent public relations firm can turn a small business into a major business in a short amount of time.

Typical Public Relations Marketing Services

There are many diverse services offered by public relations marketing firms that all serve to drive revenue to a business. Whatever the public relations needs of a company, specific contracts can be agreed upon to utilize all or some of the services available. Some typical public relations services can include:

- * Mass mail advertising
- * Publicizing announcements to local, national or global media contacts
- * Trend or product based articles positioned in media outlets
- * Press events and the development of press kits
- * Web based marketing strategies and implementation
- * Promotional event planning
- * Market research and analysis
- * Development of product incentives
- * Public relations general strategies

Public Relations Marketing Staff

Different PR marketing personnel are effective in diverse areas. Depending on the needs of a specific business, choosing the right type of people can positively affect the success of the endeavor. Promotions managers are skilled in handling public events, developing promotional strategies and incentive programs. Marketing managers are more concerned with understanding the current market and making sure that advertising strategies are targeting the appropriate demographics. Simple public relations marketing and media contact distribution are best served by a general public relations firm. Most public relations firms will consult with a business prior to contract initiation to decide on the most effective course of action and the personnel necessary to implement the strategy. Getting help from a professional provider can make the difference in whether a not a business is ultimately successful.

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