

ROLE OF PUBLIC RELATIONS IN MARKETING

- Overview
- Public Relations has become a very important profession as it provides the desired support as and when needed for the implementation of various programs including marketing. In fact marketing now a days primarily depends upon the support provided by the public relations department .

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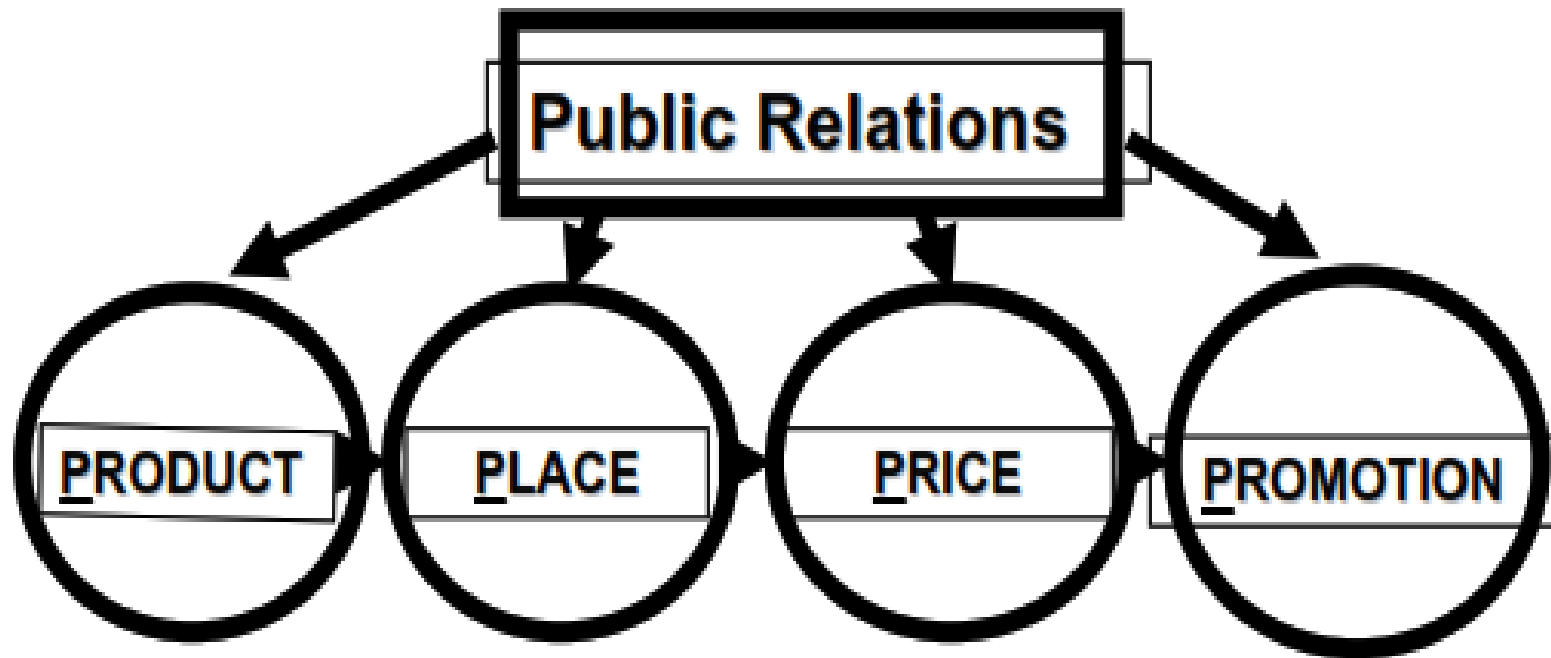
- The major components of the support provided by PR in marketing are enumerated below:
- Publicizing news & events.
- Promoting established products or services.
- Creating a favorable reputation of the company.
- Arranging & publicizing public appearance of marketing spokespersons.
- Probing public opinion. (research)

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- Attracting news media coverage of sales conferences, trade shows & other sales promotion events.
- Assisting in programs concerning consumerism.
- The following figure will explain the role of PR in marketing by using four P's signifying different segments

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4 P's to PR Role in marketing.



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- The basic purpose of dividing the role in **four “P’s”** as illustrated in above figure is to explain the scope in which PR provides support to marketing.
- **The first “P”** denotes Product meaning thereby the PR determines the features by ascertaining its quality and standard.
- **The second “P”** pertains to the place of origin and the territory of marketing.
- **The third “P”** determines the price keeping in mind the market trend , acceptability and the prevalent competition.
- **The fourth “P”** ascertains the role in the promotion of the product.

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- **PR And Marketing Mix:**
- Conception, innovation or modification of new product.
- The place of the product in product life cycle.
- Marketing research.
- Naming & Branding.
- Product image.
- Market segment.

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- **PR And Marketing Mix: (continued)**
- Pricing.
- Product mix, rationalization & standardization.
- Packaging.
- Distribution.
- Sales force.
- Market education.

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- **PR And Marketing Mix: (continued)**
- Corporate & financial public relations.
- Test marketing.
- Advertising.
- Industrial relations.
- Advertising research.
- Sales promotion.
- The after market; after sales service, spares, guarantees, instructions.
- Maintaining customer interest & loyalty.

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- **Public Relations & Market Education:**
- **3 Fold Effect Of Market Education In Advertising.**
- Will help to make advertising more quickly acceptable & productive in response.
- Could make less weighty advertising possible.
- Whatever advertising is conducted, it is likely to be more economical.
- Thus overall marketing expenses could be reduced if more was spent on Public Relations.

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- **How To Educate The Market:**
- **2 Kinds of Market Education**
- One kind of market education prepares the market in advance... Also called pre-selling.
- Second kind of marketing education occurs with products & services that are already on the market.

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- **2 Types of Market**

- **1st type of market:**

The people who sell your products or service
--- Trade.

- **2nd type of market:**

The people who buy or use your products ---
Consumers or users.

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- **Effects Of Adopting Market Education Strategy:**
- It helps to minimize sales resistance.
- Easier for the sales force to achieve 'adequate distribution' prior to advertising.
- It helps to reduce the cost of advertising.
- It makes advertising more effective.

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- **Techniques Adopted For Market Education:**
- A media relations campaign in press, radio and TV.
- Testing of prototype by potential users often providing material for media relations.
- Production of slides, videos & other audio & visual aids for use at dealers, customers conventions etc.

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- **Techniques Adopted For Market Education:(continued)**
- Work visits for dealers.
- Special campaigns aimed at particular opinion leaders or influential groups.
- The production of printed material which may be needed to support these activities.

REFERENCES

- Fundamentals of Public Relations –MCM
401 Virtual University of Pakistan



That's All
Thank
You