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Perspective

Public relations: Strategies and tactics

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DESCRIPTION

Public relations is the process of a person or an organisation (such as a business, government agency, or nonprofit organisation) controlling and disseminating information to the general public in order to impact public perception. In contrast to publicity, which is controlled and contributed by external parties, Public Relations (PR) is managed internally. An organisation or individual can utilise public relations to gain awareness among their target audiences by focusing on topics of public interest and non-monetary news stories. The media provides the majority of the exposure. This distinguishes it from advertising as a kind of marketing communications. Rather than paying for marketing or advertising, public relations tries to get free publicity for clients, also known as earned media. Advertising, however, is becoming a part of broader public relations activities in the early twenty-first century.

Creating an article featuring a PR firm's client rather than paying for the client to be marketed next to the story is an example of smart public relations. The goal of public relations is to educate the public, potential consumers, investors, partners, employees, and other stakeholders in order to persuade them to hold a positive or favourable opinion of the business, its leadership, products, or political actions. Public relations specialists often work for PR and marketing agencies (such as establish PR), businesses and companies, government and public officials as public information officers, as well as NGOs and nonprofit organisations. Account coordinator, account executive, account supervisor, and media relations manager are all important jobs in public relations.

Public relations specialists cultivate and maintain relationships with an organization's target audience, the media, relevant trade media, and other significant individuals. Designing communications campaigns, writing press releases and other news content, working with the press, arranging

interviews for company spokespeople, writing speeches for company leaders, acting as an organization's spokesperson, preparing clients for press conferences, media interviews, and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and preparing clients for press conferences are just a few of the things you can do.

Public relations success necessitates a thorough awareness of each of the company's numerous stakeholders' interests and concerns. The most powerful instrument in the public relations trade, publicity, must be used to effectively address such problems by the public relations professional. Public relations professionals provide an organization's or individual's face to the media, usually to articulate the organization's or individual's aims and official positions on relevant subjects. Public relations adds to the way an organisation is regarded by influencing the media and maintaining connections with stakeholders.

- Public relations specialties include the following:
- Financial public relations - communicating financial results and business strategy
- Consumer/lifestyle public relations-gaining publicity for a specific product or service
- Crisis communication - responding to a crisis
- Internalcommunications - communicating within the company itself
- Government relations - engaging government departments to influence public policy
- In-house public relations - a public relations expert employed to manage the company's press and PR efforts.
- Media relations - a public relations role that entails cultivating and keeping tight ties with the news media in order to market and promote a company.

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- Social Media/Community Marketing - In today's environment, public relations professionals use social media marketing to convey messages about their clients to targeted audiences.

In public relations, building and managing connections with those who affect an organization's or individual's audiences is crucial. After a period of time in the field, a public relations professional develops a network of contacts that can be useful,

particularly in media interactions.

Publicity events, speaking engagements, press releases, newsletters, blogs, social media, press kits, and outbound communication to members of the press are all common activities within each discipline. VNRs and ANRs (video and audio news releases) are frequently created and distributed to television stations in the intention of being used as regular programme content.