

*Introduction to
Public Relations*

by AB Property Marketing Ltd

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What is Public Relations?

Public Relations (PR) is now an established practice in most companies and organisations whether it is carried out within the organisation or it is outsourced to a specialist agency. The following phrases give us an indication as to what Public Relations involves:

- The careful planning and research of company messages prior to taking action and the evaluation of results
- An on-going and systematic process as opposed to an individual activity
- Multiple audiences
- An essential management function
- Public participation
- The need for long-term commitment
- Reputation

Recent definitions include:

Institute of Public Relations –

“The deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public.”

Oxford English Dictionary –

“The professional maintenance of a favourable public image by an organisation.”

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Why do you need PR?

Public Relations can:

- Support business and management objectives
- Provide a means of increasing awareness and building confidence in a product and / or company
- Build and sustain a reputation over time
- Provide a way of communicating with specific audiences and market sectors
- Reinforces and supports the marketing and sales activity
- Influences and informs potential clients / customers
- Provide channels for an organisation to be a voice for the industry

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who?

what?

when?

why?

how?

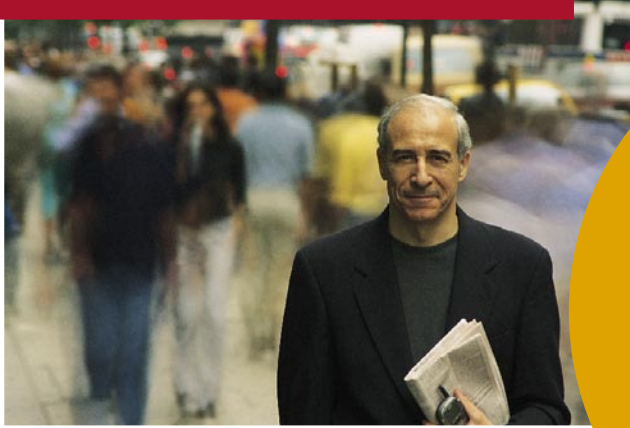
- Who – your public or audience
- What – the messages to be communicated
- Why – your aims and objectives
- Where – the channels to reach the target markets
- When – the time scale in which to carry out activity
- How – the techniques and strategies to be used
- How – much budget is allocated
- How – to monitor or measure the performance



PR in the Marketing Mix

Your marketing mix may include several of the following:

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- Advertising
- Sponsorship
- Promotions
- Exhibitions
- Customer service
- Direct mail
- Newsletters
- Media relations
- Research
- Corporate identity
- Brand / product identity
- Internal communications
- Annual reports

Public Relations, if used effectively, can play many a role inside and outside of the marketing department as well as targeting a diverse range of audiences.

On a practical level PR can generate direct sales leads, promote a new product, increase awareness of your company / product above the competition, reinforce effectiveness of advertising and promotional activity, convey your company's reputation and credibility.

* PR can be confused as a form of advertising, however it does not involve payment to the media and therefore there is never any guarantee that you will gain coverage.

⑤ Your audiences

PR extends further than the client boundaries and can be used to communicate with all target and influential audiences.

Clients -	past, current and potential clients
Distributors -	agents, IFA's
Employees -	potential and current in different levels / departments
Financial Services -	shareholders, banks, insurance, investors
Media -	see 'channels of communication'
Suppliers -	developers, suppliers of services and material e.g. furniture
The community -	those living in the local area e.g. near offices

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Channels of Communication

What media should you use to convey your messages?

- Trade journals and magazines
- Consumer magazines
- National and regional press
- Club, society and institution magazines
- Radio & television
- Demonstrations; in stores, homes, at exhibitions, clubs, public meetings
- Sponsorship
- Activities directed at education
- Exhibitions
- Lecture panels / speaker panels
- Print & corporate design
- Promotions
- National and regional competitions
- Direct mail

AB Property Marketing Ltd are property industry professionals. We offer a one-stop-shop Public Relations service including traditional print media as well as online PR.

